



California Department of Health Services
CANCER PREVENTION AND NUTRITION SECTION
California Nutrition Network for Healthy, Active Families
2003 - 2004 Project Directory



pineapples asparagus dates



watermelons zucchini celery



pumpkins limes cabbage



Featuring: *California Nutrition Network* Regional Lead Agencies • *5 a Day—Power Play!* Campaign Regional Lead Agencies • *Latino 5 a Day Campaign* Regional Lead Agencies • Local Incentive Awards (Public Agencies) • Special Projects - California Healthy Cities and Communities - Faith Community Outreach - Food Security • Projects of Statewide Significance • Cancer Research Section Projects



mandarins cauliflower



walking soccer baseball



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State of California—Health and Human Services Agency
Department of Health Services



ARNOLD SCHWARZENEGGER
Governor

TO: PARTNERS AND ADVOCATES
*CALIFORNIA NUTRITION NETWORK FOR HEALTHY, ACTIVE
FAMILIES (NETWORK)*

SUBJECT: 2003-2004 PROJECT DIRECTORY

The Cancer Prevention and Nutrition Section is pleased to bring you the 2003-2004 Project Directory for the *Network*. The *Network* has been in existence for eight years and in 2004 is serving a population estimated at 3 million households with incomes at or below 185 percent of the Federal Poverty Level. This includes more than 10 million persons, of whom about 2.5 million are school-aged children. The *Network's* goals are to increase healthy eating, physical activity, and food security. Achievement of these goals will also help prevent overweight and obesity, type 2 diabetes, and other related diseases.

This Directory introduces the work of all *Network*-funded projects. They promote eating more fruits and vegetables, being physically active every day, and, for those who are eligible, participating in federal nutrition assistance programs.

Network partners use social marketing techniques to reach large numbers of people. The *Network's* definition of social marketing is very pragmatic: it is the application of the commercial marketing mix of advertising, public relations, promotion, and personal sales (education) combined with public health techniques of consumer empowerment, community development, public/private partnerships, media advocacy, and policy, systems and environmental change. In addition, program activities described in the Directory reflect efforts to make an impact at the five levels of social influence: policy, systems and environmental change; community change; organizational/institutional change; interpersonal change; and individual change.

Most of the projects presented in this Directory participate in the Local Incentive Award (LIA) Program. Local Incentive Awardees are public agencies that already spend non-federal funds on allowable nutrition education activities serving low-income households. This portion of the budget is referred to as the "Local Share." By participating in the *Network's* LIA Program, the partner documents their existing

spending toward the *Network* goals and receives a proportional amount of federal funds, referred to as the “State Share,” to extend the reach of their existing programs.

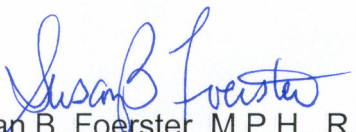
Other projects listed in this Directory include Food Security Special Projects, Faith Community Outreach Special Projects, Healthy Cities and Communities, Child Health and Disability Prevention Nutrition Projects, Physical Activity and Nutrition Resource Centers, regional lead agencies (*Network*, *California 5 a Day–Power Play! Campaign*, and *California Latino 5 a Day Campaign*), selected Cancer Research Program grants, and Department of Health Services and other statewide projects.

The project summaries are listed alphabetically within each of the 12 regions. The statewide projects are in a separate section at the end of the Directory. Contact information is included in each entry for those interested in learning more about the individual projects described. Indices organized alphabetically across regions, by county, and by contract type are included to aid you in finding a specific project or group of projects. Additionally, there is an index which lists the national and state legislators with the projects operating within that district. We hope you will find the Directory a useful tool in strengthening collaboration efforts and networking with new partners in your region.

We continue to be encouraged by the strong, ever-expanding, and committed partnerships that are emerging in California communities to promote healthy lifestyles and eliminate diet- and physical-activity-related health disparities in our state. We thank our partners for their dedication to this important and urgent call to increase fruit and vegetable consumption, daily physical activity, and food security to promote good health and realize the potential of low-income families.

We gratefully acknowledge the United States Department of Agriculture Food Stamp Program as the source of *Network* funding, as well as the assistance of our sister agency, the California Department of Social Services.

Sincerely,



Susan B. Foerster, M.P.H., R.D., Chief
Cancer Prevention and Nutrition Section

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I. *California Nutrition Network State Summary*



California Nutrition Network for Healthy, Active Families



State Summary for Year 08 2003-2004

Partners

The *California Nutrition Network*, a public/private partnership that uses large-scale social marketing approaches, is housed in the state's Department of Health Services. Leaders and participants include the California departments of Social Services, Education, and Food and Agriculture, including multiple agriculture marketing orders; the University of California, Cooperative Extension; the American Cancer Society, American Heart Association, California Elected Women's Association for Education and Research, California Food Policy Advocates, California Grocers' Association, Governor's Council on Physical Fitness and Sports, and Western Growers' Association. Seven different state Health Services programs participate, including California Project LEAN and the Physical Activity and Health Initiative. In total, over 300 government, non-profit and business organizations are partners.

Mission/Vision/Goals

The mission of the *California Nutrition Network for Healthy, Active Families (Network)* is to create innovative partnerships so that low-income Californians are enabled to adopt healthy eating and physical activity patterns as part of a healthy lifestyle. With the *California 5 a Day—for Better Health! Campaign (5 a Day Campaign)*, the *Network* works in the Cancer Prevention and Nutrition Section (CPNS) to increase Californians' consumption of fruits and vegetables to 5 or more daily servings, increase daily physical activity to at least 30 minutes for adults and 60 minutes for children, and achieve full participation in Federal food assistance programs. Principal funding for the *Network* and the *5 a Day Campaign* is made possible by in-kind contributions from state and local governments that qualify for Federal Financial Participation dollars from the U. S. Department of Agriculture's Food Stamp Program.

Target Audience

Californians eligible to participate in the Federal Food Stamp Program and low-income households with incomes at or below 185% of the Federal Poverty level which is \$33,485 for a family of four.

Top Projects

1. **Partnership and Resource Development:** The *Network* currently funds 198 projects, including Local Incentive Awardees (LIAs), special projects, *Network* Regional Collaboratives, *5 a Day—Power Play!* regions, and *Network* partners that serve as "ambassadors" in delivering the 5 A Day and physical activity messages. To create consistent and seamless communication to the public, *Network* and *5 a Day Campaign* projects and partners are provided with training, tools and resources in the areas of mass and targeted communications, public relations, community outreach, and social marketing. The *Network* and *5 a Day Campaign* host bi-annual Joint Steering Committee meetings to discuss collaborative efforts and provide guidance in four key policy areas—adults, children and youth, food assistance, and disparities.
2. **Research and Evaluation:** CPNS conducts the only statewide surveys focusing exclusively on healthy eating and physical activity. The surveys, conducted every two years, include the adult *California Dietary Practices Survey*, the *California Teen Eating, Exercise and Nutrition Survey*, and the *California Children's Healthy Eating and Exercise Practices Survey*. CPNS also collaborates with the researchers conducting the Behavioral Risk Factor Surveillance Survey, the Women's Health Survey, and the California Health Interview Survey. The surveys are used to help set state and local priorities and to raise public awareness. Focus groups, pilot tests and economic studies also are conducted.
3. **Media and Retail:** The *Network* and the *5 a Day Campaigns* conduct media and public relations activities, including the purchase of television and radio airtime; placement of outdoor ads, such as mobile billboards and bus wraps; regional media tours conducted by trained state and local spokespeople, supported by public relations activities at the community level. The *5 a Day Retail Program* actively works with over 200 supermarkets, neighborhood markets, and warehouse stores statewide. Active partners, such as Safeway, Albertsons, Ralphs, Vons, Stater Brothers, Save Mart, K.V. Mart, Stumps, and numerous independent grocers, conduct merchandising and promotional activities to encourage fruit and vegetable purchases. The merchandising components of the program include customized point-of-sale materials; ad slicks for print advertisements; in-store recipe booklets and brochures; and a CD-ROM containing advertising copy, graphics, health tips, and nutrition information to be used by retailers.

4. **Community Interventions/Development:** The *Network* and the *5 a Day Campaigns* facilitate the efforts of a wide range of community-based organizations to promote healthy eating and physical activity by increasing access to tested social marketing interventions, fostering partnerships, stimulating community development initiatives, and encouraging new interventions by Local Incentive Awardees. The LIAs, special projects, and other *Network*-funded projects have increased from a total of 48 in 1999 to 198 in 2004. They include 12 *Network* Regional Lead Agencies, 11 *5 a Day—Power Play! Campaign* Regional Lead Agencies, 4 *Latino 5 a Day Campaign* Regional Lead Agencies, 43 low resource school districts, 31 local health departments, 14 public colleges/universities, 5 tribal organizations, 3 park and recreation departments, 3 city government agencies, 11 county offices of education, 3 U.C. Cooperative Extension agencies, 4 First 5 Children and Families Commissions, 15 food security organizations, 15 African American faith organizations, 3 Healthy Cities and Communities, 3 physical activity and nutrition resource centers, 9 Child Health and Disability Prevention Nutrition projects, 2 Non Profit Demonstration projects, 1 Food Stamp Outreach project, 4 DHS Sister Programs, 5 statewide projects, and 2 other state public entities. Five Cancer Research Projects also support *Network* interventions.
5. **Policy, Environmental and Systems Change:** The *Network* asks all its funded projects to change organizational policies and the physical environment and help low income families eat more fruits and vegetables, be more active, and participate in USDA nutrition assistance programs. Policy projects include development of a policy platform, sponsorship of a colloquium to translate food security research into statewide action, working with the Food Stamp Program on outreach and phasing EBT into farmers' markets, and advancing progressive nutrition and physical activity policies in low resource school districts.

Funding

Network and *5 a Day* funding is provided primarily by the United States Department of Agriculture, with additional funding from the California Department of Food and Agriculture, The California Endowment and the Preventive Health and Human Services Block Grant of the Centers for Disease Control and Prevention. Some *Network* funds are administered by the Public Health Institute.

Evaluation Measures

Evaluation of *Network* and *5 a Day Campaign* activities is based on the Social-Ecological Model and assesses programmatic changes at the policy, community, and institutional levels, as well as interpersonal and individual levels. This model is the basis for the USDA-commissioned White Paper on Evaluating Systems, Environmental and Policy Changes in Food Stamp Nutrition Education Programs. In addition to the biennial statewide surveys of adults, teens, and children, the *Network* and the *5 a Day Campaign* conduct a wide variety of evaluation activities, including semi-annual activity reports from all funded partners and collaboration with other *Network* states.

Obstacles/Roadblocks

1. The long-term secular trends for fruit and vegetable consumption, physical activity and participation in USDA nutrition assistance programs are negative in most of California's population segments.
2. Social norms and the commercial marketplace foster unhealthy eating and sedentary lifestyles. Without additional large-scale interventions like the *Network* that address change in the entire state population, it will be very difficult for low income families to make healthier choices than the larger middle class does.
3. It has been difficult to persuade some business entities to redirect resources toward low income consumers and help to accomplish *Network* objectives.
4. Large state budget deficits have made expansion of policies and leadership activities more difficult.

For more information, please contact:

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For materials: 888-EAT-FIVE

II. Projects by Region

Bay Area Region

Alameda, Contra Costa, Marin, San Mateo, and Santa Clara Counties



REGIONAL LEAD AGENCIES

California Nutrition Network

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5 a Day-Power Play! Campaign

Susan Zieleniewicz
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ALAMEDA COUNTY COMMUNITY FOOD BANK

Food Security Special Project

Jessica Bartholow

Project Coordinator

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Oakland, CA 94623

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Grant Amount: \$40,000
First Funded: FFY 2002
Legislators

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Barbara Lee

CA Sen. Don Perata

CA Assemblymember Wilma Chan

Target Audience

- Ages: Young Adults; Adults; Seniors
- Ethnicities: Asian (10%); African American (15%); Latino (50%); Pacific Islander (10%); Caucasian (10%); Farsi (5%)
- Language: Spanish, Vietnamese, Cantonese, Khmer, Mandarin, English, Farsi

Settings

Community Centers; Clinics; Schools; Farmers' Markets; Faith Organizations; Food Bank; food pantries; shelters; soup kitchens

Partners

350 partners from: School Food Service; University of California Cooperative Extensions; Local Departments of Social Services; 350 CBO's serving low-income families; WIC; HeadStart

Description

Goals of the project include: educating and involving community organizations that work with low-income households in promoting healthy eating habits and public nutrition programs in Alameda County; educating low-income households seeking emergency food assistance about healthy eating habits and public nutrition programs in Alameda County; and improving public and community nutrition assistance programs in Alameda County.

The project operates a Nutrition Outreach Committee, including an inventory of current food stamp and nutrition-related activities being carried out by area CBOs and implementation of an outreach plan to distribute materials to targeted low-income families.

This agency will also utilize the Alameda County Food Bank's Hunger Hotline to provide one-on-one assistance to approximately 250 families per month when applying for nutrition assistance programs.

The project will also develop a strong follow-up evaluation system where 100 Hunger Hotline clients who have received support from the project when applying for nutrition assistance programs (particularly food stamps) will be randomly surveyed twice to determine outcomes and success. Findings will then be distributed to the Nutrition Outreach Committee and the Alameda County Social Services Agency and appropriate elected officials. Based on the distribution and discussion of the report, the project will hold meetings with key officials to request action regarding barriers that are specific to Alameda County or certain cities and school districts within it.

ALAMEDA COUNTY HEALTH CARE SERVICES AGENCY, NUTRITION SERVICES

LIA - Local Health Department

Linda Franklin
WIC Director
3600B Telegraph Avenue
Oakland, CA 94609

Phone: (510) 595-6458
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lfrankli@co.alameda.ca.us

Local Share: \$5,519,720

State Share: \$2,759,860

First Funded: FFY 1999

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Barbara Lee
CA Sen. Don Perata
CA Assemblymember Wilma Chan

Target Audience

- Ages: Grade 4; Adults; Seniors
- Ethnicities: Asian (15%); African American (36%); Latino (22%); Caucasian (31%)
- Language: Spanish, Cantonese, Mandarin, English

Settings

Community Centers; Schools; Grocery Stores; Faith Organizations

Partners

8 partners from: Schools; School Food Service; Local Health Departments; Parks and Recreation; Colleges/Universities; City of Oakland; YMCA Alameda Alliance for Health

Description

Alameda County Nutrition Services is addressing the reduction of chronic disease in the county through nutrition change on several different levels of the social ecological model. One such effort improves eating habits and supports positive modeling of families of school-aged children in the Oakland Unified School District (OUSD). This is being done by targeting eight elementary schools and one middle school to increase consumption of fruits and vegetables every day and increasing school breakfast participation. Eleven objectives focus on teachers, parents, principals, and food service personnel as positive role models and instrumental agents in the environmental, institutional, interpersonal, and individual change in the school. In-classroom, after school, community activities and events, and development of health councils are planned.

This project also facilitates positive health behavior change for children in the Oakland Parks and Recreation Department programs by targeting nutrition education presentations at sports practices for children and education of coaches. Nutrition Services is working toward positive dietary change for seniors, as well, through nutrition education at senior sites and residential housing facilities, including development of Healthy Living Councils directed at institutionalizing change at the centers. An additional goal focuses on reducing the incidence of chronic disease among communities at highest risk in Alameda County through a systematic rollout of nutrition programs specifically designed to meet the needs of low-income neighborhoods geographically associated with strategically placed community health teams. Finally, the goal of developing collaborative partnerships is addressed through supporting and sustaining efforts to promote nutrition throughout Alameda County.

ALAMEDA COUNTY HEALTH CARE SERVICES AGENCY, WIC PROGRAM

LIA - Local Health Department

Linda Franklin WIC Director 3600B Telegraph Avenue Oakland, CA 94609	Local Share: \$696,845 State Share: \$348,423 First Funded: FFY 2001	Legislators U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Barbara Lee CA Sen. Don Perata CA Assemblymember Wilma Chan
Phone: (510) 595-6458 Fax: (510) 595-6486		
lfrankli@co.alameda.ca.us		

Target Audience

- Ages: PreKindergarten; Grades 9-12; Young Adults; Adults
- Ethnicities: Asian (12%); African American (32%); Latino (45%); Native American (0.2%); Caucasian (9%)
- Language: Spanish, Vietnamese, Cantonese, Tagalog, Mandarin, English, Arabic, Bosnian, Lao, Russian, Cambodian, Thai

Settings

Clinics; Grocery Stores; Farmers' Markets; WIC offices and other community settings

Partners

10 partners from: Local Health Departments; California Project LEAN; University of California Cooperative Extensions; Medical Providers serving Medi-Cal clientele; Other local WIC agencies: La Clinica, Native American Health Center, West and East Oakland Health Centers, Tiburcio Vasquez, City of Berkeley

Description

The *Nutrition Network*-funded activities at Alameda County WIC this year include implementing 2004 seasonal education campaigns: Reducing Consumption of High Fat Foods, Promoting Dental Health, Promote Increased Physical Activity, and Promoting Increased Consumption of Fruits and Vegetables and Use of WIC Farmers Markets. Campaign materials and education plans are being developed in conjunction with other community partners and shared with other providers who serve low income food stamp eligible households in Alameda County. They include WIC programs, pediatric providers, Head Start Programs and other venues. In addition, WIC participates in local nutrition coalitions with community partners including The Nutrition Coalition of Alameda County, Project LEAN and the Bay Region WIC Nutrition Education and Training Coalition. Peer counselors provide support to promote breastfeeding and consumption of fruits and vegetables among Alameda County WIC clients. Finally, Alameda County WIC's seasonal education campaigns promote healthy eating among women served by the breastfeeding peer counselors.

ALAMEDA COUNTY OFFICE OF EDUCATION - ROCK LA FLECHE COMMUNITY SCHOOL*LIA - County Office of Education***Kelly Robinson**

Project Director
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Hercules, CA 94544

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kelrob3@attbi.com

Local Share: \$172,301

State Share: \$86,150

First Funded: FFY 1999

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Fortney H. Stark
CA Sen. Elizabeth Figueroa
CA Assemblymember Ellen M. Corbett

Target Audience

- Ages: Grades 8-12
- Ethnicities: Asian (7%); African American (70%); Latino (15%); Caucasian (4%); No info given (4%)
- Language: English

Settings

Schools

Partners

2 partners from: Local Departments of Social Services; Mental Health Agency

Description

October 2003 began the third continuous year of the Health and Nutrition Education Program serving students through the Student Programs and Services (SPAS) Division at Rock La Fleche, Thunder Road, and a new satellite classroom. The program focuses on enhancing students' knowledge and understanding of the cumulative benefits of making healthy and nutritious food choices, especially increasing daily consumption of fresh fruits and vegetables. The health and nutrition education program seeks to influence students' knowledge, attitudes, and behaviors regarding actively improving one's health through better nutrition. These influences are asserted through weekly exposure to and tasting of healthy and nutritious foods, planting and cultivating organic produce in the Peace of the Rock-Rock La Fleche garden site, and ongoing documentation of the personal, interpersonal and environmental changes that occur on campuses and in students' lives.

Weekly nutrition education and cooking classes provide hands-on opportunities for students to taste new foods and to prepare and share healthy meals together. Students research, discuss, and debate food-related trends and current events including media advertising, diet-related disease and body image. A campus production garden empowers students to collaboratively plan and cultivate a wide variety of fresh, organic produce to use during in-class activities and to stock the student-operated demonstration salad bar. This year, students are developing and publishing a cookbook featuring a variety of ethnic, traditional, and newly created recipes. In June, students plan to introduce and distribute the cookbook at a recipe cook-off event celebration.

School-wide nutrition education activities are linked with in-class assignments and lesson plans are designed to support standards in oral communication, writing, and reading. Nutrition education activities are planned and presented using a variety of curriculum and teaching approaches including discussion, small group activities, video presentations, and short-term projects.

BERKELEY UNIFIED SCHOOL DISTRICT*LIA - School/District***Travis Smith**

Project Director
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Berkeley, CA 94703

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Local Share: \$2,206,122

State Share: \$1,146,154

First Funded: FFY 1999

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Barbara Lee
CA Sen. Don Perata
CA Assemblymember Loni
Hancock

Target Audience

- Ages: PreKindergarten; Kindergarten; Grades 1-12
- Ethnicities: Asian (5.8%); African American (35.7%); Latino (19.7%); Caucasian (22.7%); Native Am, Filipino, Pac Islander, Mixed (16.1%)
- Language: Spanish, Vietnamese, Hmong, Cantonese, Tagalog, Korean, English

Settings

Schools; Farmers' Markets

Partners

22 partners from: Schools; School Food Service; Local Health Departments; Parks and Recreation; California Project LEAN; Colleges/Universities; University of California Cooperative Extensions; Media; Edible Schoolyard

Description

From October 1, 2003—September 30, 2004, Berkeley Unified School District (BUSD) will continue to develop and implement a comprehensive district-wide traditional day and after school nutrition education and physical activity/education promotion program at eight school sites. Approximately 3,336 BUSD students receive nutrition education that actively involves and provides students and families with opportunities to practice healthy dietary and lifestyle choices.

All participating school sites assemble a School Nutrition Advisory Council (SNAC) team whose purpose is to work collaboratively to provide BUSD students with a learning environment that stresses the importance of nutrition education and physical activity/education promotion.

Nutrition education activities include, but are not limited to: Nutrition education garden classes that familiarize students and families with a broad variety of fruits and vegetables; nutrition education cooking instruction that teaches students and families to prepare and taste healthy foods; and nutrition education field studies to local gardens, farms, and farmers' markets to further reinforce lifelong healthy habits.

Parents and families are exposed to, and involved with, nutrition education and physical activity/education promotion via parent-focused nutrition classes and school-wide nutrition events. Specific venues for marketing and promotions include: School-wide Harvest Fairs and March Nutrition Month activities; nutrition education garden work parties; nutrition education garden workshops that encourage families to grow and consume fresh fruits and vegetables; cooking demonstrations and tastings at after school, evening, and weekend events that promote the benefits of cooking with fresh vegetables and whole grains.

CITY OF BERKELEY DEPARTMENT OF HEALTH AND HUMAN SERVICES

LIA - Local Health Department

Kate Clayton Project Director 2344 Sixth Street Berkeley, CA 94710 Phone: (510) 981-5314 Fax: (510) 981-5305 kclayton@ci.berkeley.ca.us	Local Share: \$366,776 State Share: \$183,388 First Funded: FFY 2000	Legislators U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Barbara Lee CA Sen. Don Perata CA Assemblymember Loni Hancock
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Target Audience

- Ages: PreKindergarten; Grades 1-12; Young Adults; Adults; Seniors
- Ethnicities: Asian (8%); African American (38%); Latino (18%); Caucasian (29%); Multi-ethnic and other (7%)
- Language: Spanish, English

Settings

Community Centers; Clinics; Schools; Grocery Stores; Farmers' Markets; Faith Organizations; Senior centers; Street based; ethnic events

Partners

18 partners from: Schools; Parks and Recreation; Colleges/Universities; University of California Cooperative Extensions; Food Policy Council; Farmers Markets

Description

The 1999 Berkeley Health Status Report revealed striking disparities in the health of residents based on race/ethnicity and socioeconomic status. The "Berkeley Be Fit" project addresses this disparity utilizing all five spheres of the Social-Ecological Model to increase nutrition education, fruit and vegetable consumption and promote physical activity among low-income Berkeley residents with an emphasis on African-American and Latino residents of South and West Berkeley. Outreach, educational and promotional activities are conducted through an intergenerational approach at a wide range of locations throughout the city. The project also includes special nutrition and physical activity promotion projects in collaboration with two predominately African American churches and two senior centers in low-income areas.

Project staff are implementing a city food policy to increase healthy food choices at afterschool programs and increase community gardening.

Finally, community campaigns include "Everybody Walks in Berkeley" promoting increased physical activity the first Wednesday of each month, "Meeting Well" in which entities commit to providing fruits/vegetables, water/juice, and physical activity at virtually all staff and community meetings, and "Five a Day from Local Farms".

CONTRA COSTA COUNTY - EAST WEST MARKET GARDEN PROJECT

Food Security Special Project

Melody Steeples

Program Manager
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Martinez, CA 94553

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costa.ca.us
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Grant Amount: \$59,600

First Funded: FFY 2000

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. George Miller
CA Sen. Tom Torlakson
CA Assemblymember Joseph
Canciamilla

Target Audience

- Ages: Young Adults; Adults; Seniors
- Ethnicities: Asian (15%); African American (25%); Latino (30%); Caucasian (30%)
- Language: Spanish, English

Settings

Community Centers; Farmers' Markets; Faith Organizations

Partners

Schools; Local Health Departments; Parks and Recreation; Community-Based Organizations; Healthcare; Health Plan; Faith orgs; WIC

Description

The goal of this fourth-year food security project is to improve access to and knowledge about affordable, safe, nutritious, and culturally-appropriate food for low-income families of West Contra Costa County through nutrition education and advocacy activities.

The project will also continue to work with members of the West Contra Costa County Food Security Council, the Healthy Neighborhoods Project, the Richmond Improvement Agency, North Richmond Commercial Development, Inc., and others to identify and recruit potential food and produce vendors to fill available retail spaces in North Richmond. A survey will be developed by project staff designed to obtain input from residents regarding their food access needs and preferences, and a marketing plan will be developed.

Simultaneously, the project will work with the Community Alliance of Family Farmers (CAFF) to identify potential farms/farmers to provide produce, negotiate produce prices, and develop a plan for establishing farm stands in two pilot neighborhoods in North Richmond. The project will then pilot the new food venues and assess produce buying activities and consumption patterns.

CONTRA COSTA COUNTY HEALTH SERVICES, COMMUNITY WELLNESS AND PREVENTION PROGRAM

LIA - Local Health Department

Melody Steeples Program Manager 597 Center Avenue, Suite 115 Martinez, CA 94553 Phone: (925) 313-6839 Fax: (925) 313-6840 msteeples@hsd.co.contra- costa.ca.us msteeples@yahoo.com	Local Share: \$1,690,215 State Share: \$845,173 First Funded: FFY 1996	Legislators U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. George Miller CA Sen. Tom Torlakson CA Assemblymember Joseph Canciamilla
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Target Audience

- Ages: Grades 1-5; Adults
- Ethnicities: Asian (10%); African American (30%); Latino (40%); Caucasian (20%)
- Language: Spanish, English

Settings

Community Centers; Clinics; Schools; Grocery Stores; Farmers' Markets; Faith Organizations; Food Bank Programs

Description

Contra Costa Health Services is heavily invested in providing nutrition education to low-income residents, as well as promoting physical activity and Federal nutrition assistance programs. The County's nutrition and physical activity promotion program includes:

- Peri- and post-natal nutrition education through the Healthy Start program.
- Health & nutrition education and nutrition-focused marketing by the Contra Costa Health Plan.
- Food safety classes for low-wage food service workers, as well as 5-a-Day promotion by Environmental Health.
- Extensive nutrition programming to children from preschool to high school by Family, Maternal and Child Health's Teen Age Program (TAP).
- Nutrition education by the Senior Nutrition Program.
- Nutrition and physical activity promotion and education through the Community Wellness & Prevention Program efforts.
- Nutrition and physical activity education through the WIC program paid for county general funds and a grant from the Children and Families Commission (Prop.10).
- Nutrition and wellness programming by Contra Costa Television.
- Nutrition programs and services by the Contra Costa Food Bank through annual funding from Contra Costa Employment and Human Services.
- Childhood obesity prevention and management conducted at low resource schools and the Pittsburg Health Center and funded by the Los Medanos Health Care District.
- Facilitate the delivery of nutrition education to low income residents.

CONTRA COSTA HEALTH SERVICES*CHDP Nutrition Project***Cheri Pies, MSW, DrPH**

Family, Maternal & Child Health

Programs Director

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Grant Amount: \$100,000**Legislators**

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. George Miller

CA Sen. Tom Torlakson

CA Assemblymember Joseph
Canciamilla**Target Audience**

- Ages: Grades 6-8; Young Adults; Adults
- Ethnicities: Asian (10%); African American (30%); Latino (30%); Native American (2%); Pacific Islander (2%); Caucasian (30%)
- Language: Spanish, Vietnamese, English

Settings

Community Centers; Clinics; Schools; Health Department

Partners

Schools; School Food Service; Local Health Departments; Local Departments of Social Services; City of Berkeley WIC Program; Other Health Professionals

Description

The health of mothers, children, and adolescents will be improved through three focused nutrition education and information projects: increased accessibility and visibility of information on folic acid through provider education and media outreach approaches; low-income Spanish-speaking breastfeeding women will receive education about the importance of eating fruits and vegetables through the work of Breastfeeding Peer Counselors; expanding healthy food choices on the school lunch menu at Riverview Middle School through the work of a youth development project at the school. Finally, middle school youth will learn how to make healthy food choices through interactive nutrition education classes.

DALY CITY PARKS AND RECREATION DEPARTMENT - DOELGER SENIOR CENTER*LIA - Parks and Recreation*

Sue Horst Senior Services Supervisor 101 Lake Merced Blvd. Daly City, CA 94015-1048 Phone: (650) 991-8014 Fax: (650) 746-8360 shorst@dalcycity.org	Local Share: \$182,918 State Share: \$87,283 First Funded: FFY 1999	Legislators U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Tom Lantos CA Sen. Jackie Speier CA Assemblymember Leland Yee
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Target Audience

- Ages: PreKindergarten; Kindergarten; Grades 1, 2; Seniors
- Ethnicities: Asian (50.7%); African American (4.6%); Latino (22.3%); Native American (0.4%); Pacific Islander (0.9%); Caucasian (25.9%); no info (11.3%)
- Language: Spanish, Cantonese, Tagalog, Mandarin, English

Settings

Community Centers; Schools; Farmers' Markets

Partners

27 partners from: Healthcare; Farmers Market; Serramonte Center; City of Daly City; Stonestown YMCA

Description

This program encourages healthy eating and physical activity and provides Food Stamp information to the low-income senior population of Daly City and their families. Doelger Senior Center is managed by Parks and Recreation and provides senior programs and activities including a senior nutrition program and many physical activity promotion programs. Through Doelger Senior Center, access to additional community centers has been made available to promote the *5 a Day Campaign* through a healthy cooking class that embraces ethnic diversity. Food Stamp information and curriculum emphasizing the merits of eating a healthy, balanced diet and exercising is also discussed during preparation and sampling. Students who attend our Cooking Up Wellness classes are encouraged to teach others and many of them do so. A considerable number of seniors are reached during this activity. Through community participation at Health Fairs, food bank distribution sites (Brown Bag), the local Farmers' Market and supermarkets we are able to distribute pamphlets, flyers and prominently display our professionally produced health and wellness panel emphasizing *5 a Day* to a large number of community members. Media access is a powerful tool that the program funding employs to reach Seniors and their families by way of contributing material to quarterly Parks and Recreation and Adult activity guides, newspapers, local cable television and a website. In all activities, the success of the program is due to funding, collaboration, community involvement, and an underlying sensitivity to the culturally diverse community.

EAST OAKLAND FAITH DELIVERANCE CENTER*Faith Community Outreach Special Project***Shené Bowie, M.P.H.**

Project Director
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EOFDCHHealth@aol.com

Grant Amount: \$75,000

First Funded: FFY 1999

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Barbara Lee
CA Sen. Don Perata
CA Assemblymember Wilma Chan

Target Audience

- Ages: PreKindergarten; Kindergarten; Grades 1-8; Young Adults; Adults; Seniors
- Ethnicities: African American (60%); Latino (40%)
- Language: Spanish, English

Settings

Schools; Farmers' Markets; Faith Organizations

Partners

6 partners from: Schools; School Food Service; Local Health Departments; University of California Cooperative Extensions; Local Departments of Social Services; Community Senior Centers; Community Health Centers

Description

"Healthy Lifestyles for Heavenly Bodies" is the name given to the health ministry at East Oakland Faith Deliverance Center that promotes the importance of increased consumption of fruits and vegetables and increase level of physical activity to 30 minutes per day for adults and 60 minutes for youth. This program incorporates nutrition education and physical activity promotion into the curriculum offered at the Ray E. Mack Christian Academy housed at the church. Students in grades K-8th are involved in activities that train parents, teachers and students about healthful lifestyles. The program reaches congregational members through workshops that address healthy eating, food preparation, weight management, cooking demonstrations, diabetes, breast cancer, and church sponsored physical activities including walking groups and gospel aerobics. Partnerships with Eastmont Wellness Center, First AME Church and the East Oakland Health Center further link members to their community. Additional outreach to church youth includes nutrition education classes, drill, baseball tournaments and softball teams. Activities are marketed along with nutrition education tips through newsletters, radio announcements and newspaper articles. The program has developed a farmer's market that will increase access to fruits and vegetables in the East Oakland area.

EAST SIDE SCHOOL DISTRICT - ANDREW HILL HIGH SCHOOL*LIA - School/District***Marilyn Bliss**

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Local Share: \$96,780

State Share: \$48,390

First Funded: FFY 1999

Legislators

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Zoe Lofgren

CA Sen. John Vasconcellos

CA Assemblymember Manny Diaz

Target Audience

- Ages: Grades 9-12; Young Adults; Adults; Seniors
- Ethnicities: Asian (31.3%); African American (5.1%); Latino (51.5%); Native American (0.3%); Pacific Islander (1%); Caucasian (6.2%); Filipino (5%)
- Language: Spanish, Vietnamese, Hmong, Cantonese, Tagalog, Korean, Khmer, Armenian, Mandarin, English, Russian

Settings

Schools

Partners

5 partners from: Schools; Local Health Departments; California Project LEAN; Colleges/Universities; Local Departments of Social Services; Healthcare; ALZA Corporation, J & J

Description

The program maintains nutrition and PE classes that contain a month of nutrition education and provides a training table for after-school sports teams. There are approximately 120 students in the nutrition classes, 140 students in the PE classes, and about 70 students targeted in the after-school sports teams. In addition to the student program, the coordinator will promote the Food Stamp program and good nutrition at all adult school functions, including the ESL adult classes held on campus in the evening. The Medical Magnet coordinator also works with other outside agencies to address the nutritional needs of our students.

Classroom activities include teaching and promoting *5 a Day*, participating in Food on the Run lessons including involvement in the Nutrition Advisory Council, and parental handouts. PE classes will promote proper diet including fruits and vegetables for various activity levels and calorie needs.

The training table uses the Food Processor program on the computer and applies this knowledge to each person's diet. Student athletes participate in food demonstrations featuring fruits and vegetables.

The coordinator promotes the program through distribution of Food Stamp materials and attendance at various committee meetings throughout Santa Clara County.

An extra nutrition class was instituted into the school day. Students do activities which include parent handouts in Spanish and English. The nutrition piece of the PE classes is being expanded to other PE teachers.

ECOLOGY CENTER*Food Security Special Project***Karina Serna**

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Berkeley, CA 94702

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Grant Amount: \$114,959

First Funded: FFY 2000

Legislators

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Barbara Lee

CA Sen. Don Perata

CA Assemblymember Loni
Hancock

Target Audience

- Ages: Adults
- Ethnicities: Farsi (100%)
- Language: Farsi

Settings

Food Bank; Food pantries; Shelters; Soup kitchens

Partners

350 partners from: 350 CBO's serving low-income families; WIC; HeadStart

Description

This fourth-year food security project continues to provide and increases access to low-cost, culturally-appropriate fresh fruits and vegetables among low-income African American and Latino residents of South and West Berkeley at three strategic, well-located neighborhood locations for approximately 150 individuals and families on a weekly basis provided by at least three limited resource, local farmers of color.

The project utilizes the marketing mechanism known as Community Supported Agriculture (CSA) which is increasing in popularity among higher income individuals and families where buyers agree to order certain amounts of produce from participating farmers as members of the CSA and, in turn, receive certain fruits and vegetables at agreed upon prices at agreed upon pick-up locations. The Ecology Center project includes the basic features of a CSA but membership fees and prices are designed to be lower for low-income buyers but contributing to the viability of marginal farmers' incomes.

The project continues to engage in an active outreach campaign through the use of part-time community food security organizers and the objective is to enroll and maintain a membership of at least 150 community members in the Farm Fresh Choice project. One of the project's additional objectives is the sustainability of the project and for it to be self-supporting.

Finally, the project through the leadership of the Berkeley Farmers' Market Manager will continue to assist farmers' markets in Alameda County that accept Food Stamps, and in other targeted counties, to successfully transition from Food Stamp coupons to Electronic Benefit Transfer (EBT) in 2003-2004 based on what was learned in the pilot county.

ENVIRONMENTAL EDUCATION COUNCIL OF MARIN - TIDES CENTER*Food Security Special Project***Leah Smith**

Project Representative
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Grant Amount: \$40,038

First Funded: FFY 2003

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Lynn Woolsey
CA Sen. John Burton
CA Assemblymember Joe Nation

Target Audience

- Ages: PreKindergarten; Kindergarten; Grades 1-5; Adults; Seniors
- Ethnicities: Asian (5.2%); African American (14%); Latino (72.2%); Caucasian (8.1%); Native Americans & more than one ethnicity indicated (0.5%)
- Language: Spanish, Vietnamese, English

Settings

Community Centers; Schools; Farmers' Markets

Partners

15 partners from: Schools; School Food Service; Local Health Departments; University of California Cooperative Extensions; Ag Ed; Env Ed Non-profits

Description

Schools are a focal point of the community where the future of children's' health and intellectual development is shaped. School children are at a habit-forming age and receive daily messages about nutrition and health through the media, friends, family and school. This effort will engage school communities of four low-income and ethnically diverse schools in assessing and bringing about improvements related to food and nutrition.

Our goals include raising awareness among target school communities about the value of locally grown nutritious food and healthy behaviors, building a broad-based coalition of school community members to adopt and begin implementing school food policy, demonstrating and teaching nutritional education concepts to teachers from 4 target schools for classroom use, expanding and sustaining hands-on learning experiences for students linking school gardens with core subjects, increasing consumption of fresh fruits and vegetables, and increasing the level of physical activity for students.

To achieve these objectives, we will be involved in facilitating School Nutrition Advisory Councils, conduct an assessment of current food and nutrition education practices and report findings, work with food service directors, provide curriculum training to teachers and garden consultation, and involve families with becoming empowered around their health. These objectives, upon achievement, will meet goals for increased fruit and vegetable consumption and increased awareness about healthy food.

The process used by project partners involves building long-term relationships and coalitions. The community itself holds the resources, know-how, communication skills, and connections to make the effort a success.

HAYWARD UNIFIED SCHOOL DISTRICT*LIA - School/District***Chris Boynton**

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Local Share: \$1,491,800

State Share: \$745,900

First Funded: FFY 2002

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Fortney H. Stark
CA Sen. Elizabeth Figueroa
CA Assemblymember Ellen M. Corbett

Target Audience

- Ages: PreKindergarten; Kindergarten; Grades 1-8; Young Adults; Adults; Seniors
- Ethnicities: Asian (9%); African American (16%); Latino (47%); Native American (1%); Pacific Islander (4%); Caucasian (15%); Filipino (8%)
- Language: Spanish, Vietnamese, Cantonese, Tagalog, Mandarin, English, Farsi

Settings

Schools

Partners

Schools; School Food Service; Local Health Departments; Parks and Recreation; California Project LEAN; Colleges/Universities; University of California Cooperative Extensions; UC Botanical Garden Alameda County Office of Education; Lawrence Hall of Science South Hayward Collaborative

Description

This year we introduced watermelon daikon to the students when introducing roots that we eat. The students (and teachers) were more than a little dubious but, because they were scientists, ate it and loved it! Later in the day, in another class the teacher heard two girls talking about the difficulty of doing something new and how to go ahead and do it. "Just think of it like the daikon, at first you think it's going to be horrible, but then you find out you love it" Daikon, just do it!

The Hayward Nutritional Learning Community Project, composed of Burbank, Muir, Park and Tyrell Elementary schools in Hayward, seeks to develop a learning community around nutrition to encourage all members of the community to eat 5 fruits and vegetables a day and stay actively fit. One hundred percent of Burbank teachers, 60 percent of teachers at Muir and Tyrell, and 80 percent of Park Elementary School teachers are participating. Approximately 2,000 students are receiving weekly nutritional education through inquiry science curriculum; the K - 3 students are using Botany On Your Plate and the 4-6 grade students are using LIFE (Linking Food with the Environment).

The curriculum uses fresh produce to examine plant parts and give students an opportunity to taste many healthy new foods. The two-year LIFE curriculum explores healthy choices for students through weekly science inquiry. Both curriculums are also integrated into language arts academic standards and are excellent for English Language Learners and bilingual students. Teachers attend full-day professional development at the UC Botanical Gardens and are supported with a full time resource specialist and mentor teacher during the week. Families are included in a variety of ways through assessing, attending informational meetings and volunteering in the classrooms.

MARIN COUNTY DEPARTMENT OF HEALTH AND HUMAN SERVICES

LIA - Local Health Department

Linda Armstrong 555 Northgate Dr., Suite B San Rafael, CA 94903 Phone: (415) 499-7059 Fax: (415) 499-6266 larmstrong@co.marin.ca.us	Local Share: \$596,244 State Share: \$298,122 First Funded: FFY 1999	Legislators U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Lynn Woolsey CA Sen. John Burton CA Assemblymember Joe Nation
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Target Audience

- Ages: All Ages
- Ethnicities: Asian (4.5%); African American (2.8%); Latino (11.1%); Caucasian (78.6%); no info (3%)
- Language: Spanish, Vietnamese, Tagalog, English

Settings

Community Centers; Clinics; Schools; Farmers' Markets; Food Vendors; Local Farmers

Partners

15 partners from: Schools; School Food Service; Local Health Departments; California Project LEAN; Colleges/Universities; University of California Cooperative Extensions; Local Departments of Social Services; Healthcare; National Organizations; Preschools/Daycares/Childcare Providers/Childcare Resource Agencies; 5 a Day; Food Systems Project; WIC; Dept of Aging

Description

This program works to improve eating practices and promote physical activity among the low-income population of Marin County by using the Spectrum of Prevention socio-ecological model and by moving increasingly into collaborative partnerships and strategic planning to achieve the following objectives:

- Foster collaborative partnerships to increase community awareness and education of families around the importance of eating at least 5 servings of fruits & vegetables a day and promoting physical activity.
- Coordinate the Marin Nutrition and Physical Activity Collaborative to develop a strategic plan for the County to promote eating healthy and being active.
- Develop and expand nutrition education and physical activity promotion and media advocacy to increase awareness, change organization policies, and enhance education around the importance of eating healthy and being active.
- Provide technical assistance and "Train the Trainer Programs" around eating healthy and being active to school districts and staff, Chronic Disease Prevention Program, WIC, Social Services, and other programs working with target population.
- Partner with School Linked Services in performing a needs assessment, developing and implementing nutrition and physical activity education and curriculum plans meeting nutrition competencies.
- Work with Food Stamp Program in developing a plan based on surveys and needs assessment around education of food stamp eligible population on eating healthy and being active.

MOUNT DIABLO UNIFIED SCHOOL DISTRICT - AFTER SCHOOL PROGRAM

LIA - School/District

Stephanie Roberts

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Local Share: \$560,726

State Share: \$280,363

First Funded: FFY 2001

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. George Miller
CA Sen. Tom Torlakson
CA Assemblymember Joseph
Canciamilla

Target Audience

- Ages: Kindergarten; Grades 1-8; Young Adults
- Ethnicities: Asian (6%); African American (16%); Latino (53%); Native American (1%); Pacific Islander (1%); Caucasian (17%); No info (6%)
- Language: Spanish, Vietnamese, Cantonese, Tagalog, Armenian, English

Settings

Community Centers; Schools; Farmers' Markets

Partners

7 partners from: Schools; School Food Service; Parks and Recreation; California Project LEAN; Colleges/Universities; University of California Cooperative Extensions; Local Departments of Social Services

Description

Mount Diablo Unified School District has been able to expand and enhance our health and nutrition component of our After School Program (ASP) at 14 school sites in the district. Each ASP site provides 6 hours of nutrition and physical activity education per week. Students at every site participate in; weekly cooking classes, nutrition classes (curriculum such as: Reading Up the Food Guide Pyramid, Nutrition to Grow On, *5 a Day—Power Play!*) and fitness activities. We now employ 3 Garden and Nutrition Educators who integrate our school community garden with health and nutrition education and activities. Our Garden Educators also teach a Middle School elective class during the regular school day (1 hr/day, 5 days a week) in which 17 students are enrolled. For the first time this year there is a commitment by our principals that some of the regular school day teachers will teach an hour per month of nutrition education as well.

The total number of students enrolled thus far during the 2003-2004 calendar year is approximately 1500 students per day. The total number of parents reached at the harvest/planting days have consistently been over 50. The total number of staff reached for training has been over 80.

Our overall goal is: To build a comprehensive school/garden based program that promotes students' nutritional health and *5 a Day* eating habits.

OAKLAND YWCA*Physical Activity and Nutrition Resource Center***Carmen Bogan**

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Grant Amount: \$96,830**Legislators**

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Fortney H. Stark
CA Sen. Elizabeth Figueroa
CA Assemblymember Ellen M. Corbett

Target Audience

- Ages: All Ages
- Ethnicities: Asian; African American; Latino; Native American; Pacific Islander; Caucasian; Other
- Language: Spanish, Vietnamese, Hmong, Cantonese, Tagalog, Korean, Khmer, Armenian, Mandarin, English

Settings

Community Centers; Clinics; Schools; Farmers' Markets; Faith Organizations; Other community based organizations

Partners

8 partners from: Schools; Local Health Departments; Parks and Recreation; California Project LEAN; Local Departments of Social Services; Community-Based Organizations

Description

The goal of Phase II of this project is to promote and increase physical activity and positive eating behaviors among low-income women and their children in Oakland. This includes developing a regional (Bay Area Wide) Resource Center that provides leadership and support to local nutrition programs in physical activity program development, training, nutrition and physical activity information and referral.

SAN MATEO COUNTY HEALTH SERVICES AGENCY

LIA - Local Health Department

Lydia Guzman Health Services Manager 32 West 25th Avenue, Suite 203A San Mateo, CA 94403 Phone: (650) 573-2025 Fax: (650) 577-9223 lguzman@co.sanmateo.ca.us	Local Share: \$241,966 State Share: \$120,983 First Funded: FFY 1998	Legislators U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Tom Lantos CA Sen. Jackie Speier CA Assemblymember Gene Mullin
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Target Audience

- Ages: Grades 1-12; Young Adults; Adults
- Ethnicities: Asian (6%); African American (7%); Latino (70%); Pacific Islander (1%); Caucasian (16%)
- Language: Spanish, Vietnamese, Tagalog, Mandarin, English

Settings

Community Centers; Clinics; Schools; Farmers' Markets

Partners

38 partners from: Schools; Local Health Departments; Parks and Recreation; California Project LEAN; University of California Cooperative Extensions; Local Departments of Social Services; Community Organizations

Description

This program works to increase the consumption of fresh fruits and vegetables by providing not only information, but also the opportunity to sample recipes at Farmer's Markets, schools, outdoor nutrition education programs and cultural events.

Physical activity is promoted in community nutrition presentations, newsletters, and bulletins. Low-income communities are introduced to wonderful and inspirational local hiking trails and parks, and walk and dance programs to promote better health.

The "Teen Health Spa Program," an interactive nutrition and physical activity workshop for young teens, is available as a four-part after school program and as a one-day program. "Teen Health Spa Newsletter," a publication providing nutrition education from a teen prospective, supports the nutrition classes and is used in the classrooms to generate discussion.

A bi-monthly, low-literacy nutrition bulletin in Spanish also focuses on chronic disease prevention through physical activity and nutrition. Past issues of the bulletin will be available in booklet form, "El Arco Iris: Nutrition in Health and Disease," to be distributed at community clinics, nutrition classes, and WIC.

Efforts are made to promote the federal nutrition assistance program in all nutrition education presentations and publications.

SANTA CLARA COUNTY PUBLIC HEALTH DEPARTMENT*California Nutrition Network Regional Lead Agency***Mary Foley, MS, RD**

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Local Share: \$356,914**State Share: \$178,457****Grant Amount: \$179,500****Legislators**

U.S. Sen. Dianne Feinstein
 U.S. Sen. Barbara Boxer
 U.S. Rep. Zoe Lofgren
 CA Sen. John Vasconcellos
 CA Assemblymember Rebecca Cohn

Target Audience

- Ages: PreKindergarten; Grades 1-12; Young Adults; Adults
- Ethnicities: Asian (18%); African American (2%); Latino (60%); Caucasian (30%)
- Language: Spanish, Vietnamese, English

Settings

Community Centers; Clinics; Schools; Farmers' Markets; Faith Organizations

Partners

20 partners from: Schools; Local Health Departments; California Project LEAN; University of California Cooperative Extensions

Description

Santa Clara County Department of Public Health works to increase access to fruits and vegetables in geographic areas where there is a high proportion of low-income families. One way in which this is accomplished is through partnership with certified Farmers' Markets in the areas of East San Jose and South County and with the WIC program.

The *Network* project at the Department of Public Health is also working to establish template worksite nutrition and physical activity policies, piloting those policies first in the Department itself. Additional policy work is accomplished with local school linked services, to help establish healthy snack and vending policies.

Other activities include: the creation of a client and provider newsletter, focusing on nutrition, physical activity and access to food assistance programs, nutrition training, taste tests and physical activity promotion with community partners such as Job Corps, faith-based organizations and promotora groups, and participation in select community events and health fairs.

UNIVERSITY OF CALIFORNIA COOPERATIVE EXTENSION, ALAMEDA COUNTY*5 a Day—Power Play! Campaign Regional Lead Agency***Susan Zieleniewicz**

Project Coordinator

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131

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First Funded: FFY 2001**Legislators**

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Fortney H. Stark

CA Sen. Don Perata

CA Assemblymember Wilma Chan

Target Audience

- Ages: Grades 4, 5
- Language: Spanish, English

Settings

Community Centers; Clinics; Schools; Grocery Stores; Farmers' Markets; Restaurants; Faith Organizations; Community Youth Orgs; Media; Non-profits

Partners

92 partners from: Schools; School Food Service; Local Health Departments; Parks and Recreation; California Project LEAN; Colleges/Universities; University of California Cooperative Extensions; Community Youth Organizations/Afterschool Programs

Description

University of California Cooperative Extension of Alameda County acts as the San Francisco Bay Area Region lead agency for the *California Children's 5 a Day—Power Play! Campaign*. During 2004, the region will reach 9- to 11-year-old children with the *5 a Day* and physical activity messages through activities conducted with schools, community youth organizations, farmers' markets, supermarkets, food services/restaurants and the media. The lead agency will recruit participation from a variety of community organizations and adult intermediaries with direct access to 9- to 11-year-old children and their parents; provide materials, training and technical assistance to participating organizations; work with partners to institute community- and organizational-level policy, systems, and environmental changes; conduct media and public relations outreach targeting children, parents, adult intermediaries, opinion leaders, and policymakers; enhance connections among participating organizations; and facilitate a regional *5 a Day—Power Play! Steering Committee*. In addition, the lead agency will coordinate with other CPNS-funded projects in the region, including participating in the regional *Network* collaborative. Through these activities, the lead agency will ensure that the Campaign achieves at least 79,000 impressions with the region's 39,562 low-income 9- to 11-year-old children. The San Francisco Bay Area Region includes Alameda, Contra Costa, Marin, San Francisco, San Mateo, and Santa Clara Counties.

UNIVERSITY OF CALIFORNIA COOPERATIVE EXTENSION, ALAMEDA COUNTY - CHILD AND YOUTH NUTRITION PROGRAM

LIA - University of California Cooperative Extension

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Local Share: \$956,443

State Share: \$478,222

First Funded: FFY 1998

Legislators

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Fortney H. Stark

CA Sen. Don Perata

CA Assemblymember Wilma Chan

Target Audience

- Ages: PreKindergarten; Adults
- Ethnicities: Asian (23%); African American (49%); Latino (16%); Native American (10%); Caucasian; Other (3%)
- Language: Spanish, Vietnamese, Hmong, English

Settings

Schools; Farmers' Markets; Restaurants

Partners

Schools; Local Health Departments; University of California Cooperative Extensions

Description

The Nutrition Training Academy (NETA) for this fiscal year has a comprehensive intervention program that includes teacher-centered nutrition education and physical activity promotion, early childhood nutrition/physical activity education classes for 3-5 year old children, nutrition education and training for parents, and promotion of community food security programs. These programs will be implemented at Oakland Unified School District Early Childhood Program with approximately 3,500 children aged 3-5 years old, 350 early childhood teachers, and 750 parents from seven early childhood sites located in low-income areas of Oakland with higher rates of child obesity and food insecurity. Major partners in this program include Oakland Unified School District Early Childhood Program, Alameda County Maternal, Child and Adolescent Program (MCAP) University of California, Nutrition Science Program, YMCA of the East Bay, and Every Child County Prop 10. The NETA teacher-centered nutrition education program will be extended to Hayward Unified School District Family Day Care Providers serving approximately 50 children, 3-5 years of age in home-settings, and the YMCA of the East Bay early childhood centers serving low-income children eligible for the Federal free and reduced meal program. For this current year the focus of the program will be the integration of nutrition and physical activity into early childhood classroom activities, and the use of gardening-nutrition related activities to reinforce nutrition education related concepts and behaviors.

UNIVERSITY OF CALIFORNIA COOPERATIVE EXTENSION, ALAMEDA COUNTY - FAMILY AND CONSUMER SERVICES

LIA - University of California Cooperative Extension

Dr. Mary Blackburn, Ph.D., M.P.H. Advisor 1131 Harbor Bay Parkway, Suite 131 Alameda, CA 94502 Phone: (510) 639-1274 Fax: (510) 567-6813 mlblackburn@ucdavis.edu	Local Share: \$120,557 State Share: \$60,279 First Funded: FFY 2001	<u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Fortney H. Stark CA Sen. Don Perata CA Assemblymember Wilma Chan
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Target Audience

- Ages: Young Adults; Adults; Seniors
- Ethnicities: Asian (16%); African American (47%); Latino (18%); Native American (1%); Pacific Islander (2%); Caucasian (11%); Other (5%)
- Language: Spanish, Vietnamese, Hmong, Cantonese, Tagalog, Korean, Khmer, Armenian, Mandarin, English

Settings

Community Centers; Grocery Stores; Farmers' Markets; Faith Organizations; Low Income Housing Projects

Partners

12 partners from: Local Health Departments; Colleges/Universities; University of California Cooperative Extensions; Local Departments of Social Services; Food Bank; Housing Authorities

Description

This third-year project is closely tied to the introduction of Electronic Benefit Transfer (EBT) as a replacement for Food Stamp coupons in every county in California by the end of 2004. Alameda County, along with Yolo County, was one of the EBT pilot counties starting on August 1, 2002. The *California Nutrition Network (Network)* has been particularly concerned about how farmers' markets are often negatively affected by the introduction of EBT in the farmers' market environment.

A special multi-partner project in Alameda County last year directed by U.C. Cooperative Extension, Alameda County (UCCEAC), prepared Food Stamp recipients and eligible households for the introduction of EBT cards in Alameda County; to provide nutrition education to those individuals and families and stress the importance of eating fresh fruits and vegetables; and to promote and publicize the impending transition to EBT in the place of Food Stamps at nine farmers' markets in Alameda County that heretofore have redeemed Food Stamp coupons.

This special project also involved the collection of baseline data from between 200-250 low-income families in Alameda County in 2002-2003, many of which resided in Oakland Public Housing Authority complexes. A companion Local Incentive Award project also collected Family Assessment data together with nutrition education services to determine the degree to which families changed their eating habits, the consumption of fruits and vegetables, and their knowledge and use of farmers' markets in the county, and their familiarity with Food stamps and EBT.

UNIVERSITY OF CALIFORNIA COOPERATIVE EXTENSION, SAN MATEO COUNTY*Faith Community Outreach Special Project***Gloria Brown**

Project Director
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grbrown@ucdavis.edu

Grant Amount: \$73,818

First Funded: FFY 1999

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Anna Eshoo
CA Sen. Jackie Speier
CA Assemblymember Gene Mullin

Target Audience

- Ages: Young Adults; Adults; Seniors
- Ethnicities: African American (90%); Latino (5%); Pacific Islander (3%); Caucasian (2%)
- Language: Spanish, English

Settings

Community Centers; Faith Organizations

Partners

Local Health Departments; Colleges/Universities; University of California Cooperative Extensions;
Local Departments of Social Services; Inter-Faith Ministries

Description

The University of California Cooperative Extension (UCCE) is continuing to use and expand the reach of their Learn-by-Mail, HOMERUN nutrition education program at six African-American San Mateo and San Francisco county churches. The program includes mailed nutrition lessons on: cancer, heart disease, high blood pressure, food safety, diabetes, food celebrations and access to nutrition assistance programs. The project reaches low-income African-American residents with culturally appropriate nutrition and physical activity messages and strategies. UCCE contributes a generous amount of In-kind dollars and services, which provides professional leadership and expertise. UCCE is partnering with the African-American Community Health Advisory Committee of Mills-Peninsula Health Services, the American Heart Association, and the University of California at San Francisco, as well as the California Wellness Foundation, San Mateo County and the American Cancer Society. Each church has a HOMERUN liaison trained by UCCE to facilitate nutrition education program signups, health screenings, pre/post participant evaluation tools, follow-up telephone interviews, face-to-face participant workshops, promote physical activity and strategies for serving nutritious foods at church functions. Liaisons also promote the HOMERUN program through church print materials such as posters, flyers, newsletters, and encourage pastor support. HOMERUN participants are invited to physical activity classes held in East Palo Alto and sponsored by outside funding. A spring Walk-A-Thon, "Soul & Stroll for Health 2003," is planned to celebrate and promote physical activity and healthful eating in the community. Church liaisons are also trained to improve the nutrition quality of food served at the many church functions, such as coffee hours, celebrations, etc. This project is also participating in the statewide Cancer Prevention and Nutrition Section of the California Department of Health in the evaluation of the faith outreach channel.

WEST CONTRA COSTA UNIFIED SCHOOL DISTRICT*LIA - School/District*

Liz Torio 724 Kearney Street, Room 15 El Cerrito, CA 94530 Phone: (510) 559-1251 Fax: (510) 527-5598 Liz.Torio@gw.wccusd.k12.ca.us	Local Share: \$151,408 State Share: \$75,704 First Funded: FFY 2000	Legislators U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Ellen O. Tauscher CA Sen. Tom Torlakson CA Assemblymember Loni Hancock
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Target Audience

- Ages: Grades 1-12; Young Adults; Adults
- Ethnicities: Asian (11%); African American (29%); Latino (36%); Native American (1%); Pacific Islander (1%); Caucasian (15%); Filipino/multiple answer/no response (8%)
- Language: Spanish, Vietnamese, Hmong, Cantonese, Tagalog, Korean, Khmer, Armenian, Mandarin, English

Settings

Schools; Grocery Stores

Partners

7 partners from: Schools; School Food Service; Local Health Departments; Parks and Recreation; Colleges/Universities; University of California Cooperative Extensions; Non-profit and foundation

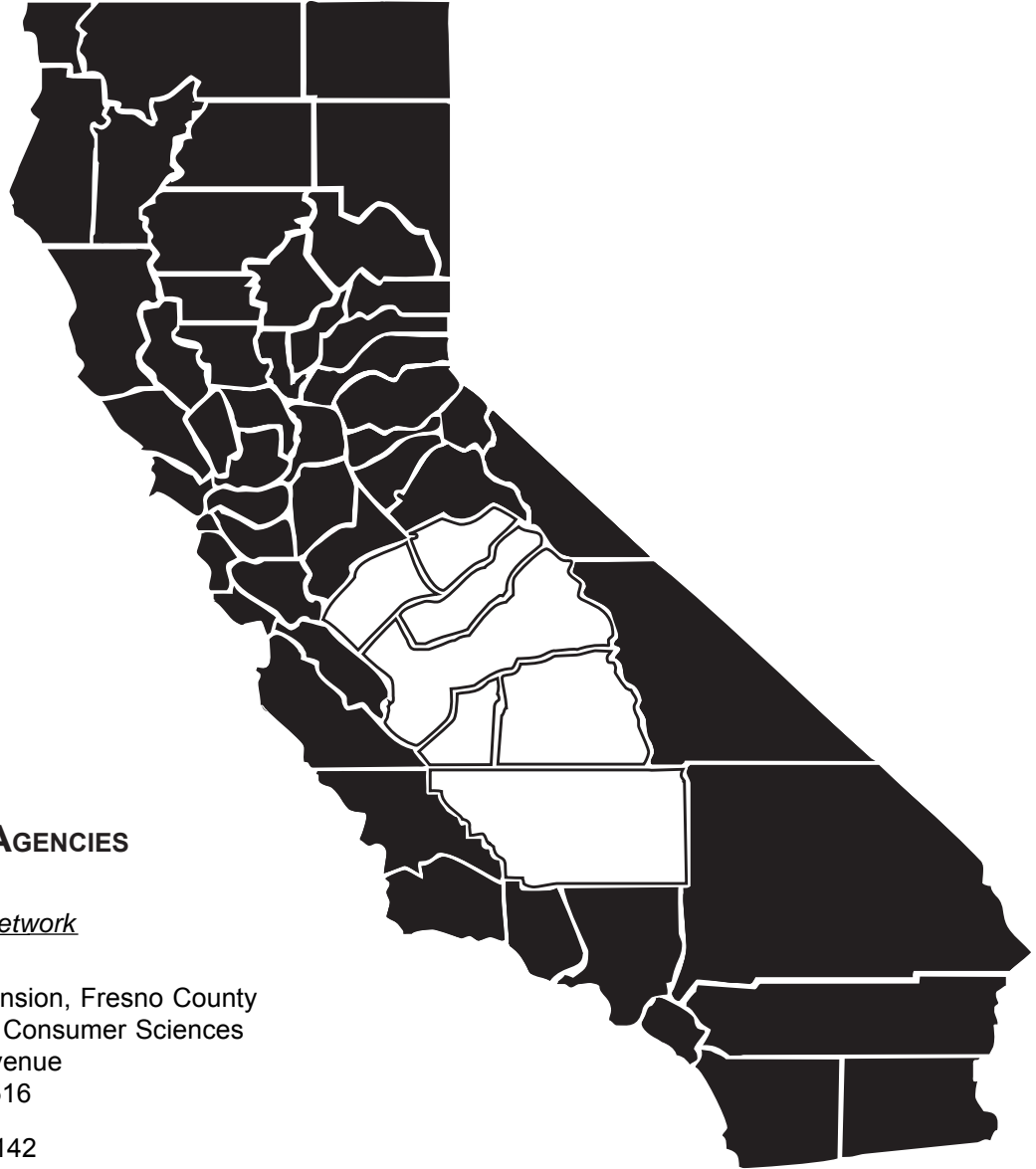
Description

The West Contra Costa Unified School District (WCCUSD) uses multiple strategies to ensure increased knowledge and awareness of health and nutrition education for students and parents. WCCUSD covers 21 Elementary Schools and 5 Secondary Schools through the Local Incentive Award Program grant, totaling 17,394 students. The goal is to provide information on the health benefits of good nutrition and physical activity to students and families in these low-income households, focusing on promoting 5 servings of fruits and vegetables a day. This is accomplished by implementing such activities as promoting the salad bar, teaching cooking classes, publishing nutrition newsletters and cookbooks, and coordinating trainings for teachers and other staff.

"The Monthly Produce" newsletter is another means of reaching low-income families. Each month, a new produce will be featured that provides information on its history, recipes and nutrition. Elementary Menu planning with students will be offered to classrooms helping students learn the importance of choosing healthy school meals and how to break down their components using the Food Guide Pyramid.

Central Valley Region

Fresno, Kern, Kings, Madera, Mariposa, Merced, and Tulare Counties



REGIONAL LEAD AGENCIES

California Nutrition Network

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UC Cooperative Extension, Fresno County
Nutrition, Family and Consumer Sciences
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5 a Day-Power Play! Campaign

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Latino 5 a Day Campaign

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CALIFORNIA STATE UNIVERSITY, FRESNO - CENTER FOR HEALTH & HUMAN SERVICES

LIA - College/University

Debra Harris

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Dharris@csufresno.edu

Local Share: \$267,714

State Share: \$133,857

First Funded: FFY 1999

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. George P. Radanovich
CA Sen. Charles Poochigian
CA Assemblymember Steve Samuelian

Target Audience

- Ages: All Ages
- Ethnicities: Asian (10%); African American (8%); Latino (40%); Native American (1%); Pacific Islander (1%); Caucasian (40%)
- Language: Spanish, English

Settings

Community Centers; Schools; Community Organizations, University

Partners

4 partners from: Schools; Parks and Recreation; Colleges/Universities; County Social Services

Description

The Nutrition Network for Healthy, Active Families at California State University, Fresno is a faculty driven, research based program. Faculty represents the Departments of Kinesiology, Health Sciences, Food Science and Nutrition, Social Work and Nursing. Annually, faculty supervises the research of articles and other scholarly information in the areas of Nutrition, Physical Activity, and Food Security. This information is used to update the Nutrition and Physical Activity Curriculum, which is used to provide training/ education in a variety of venues.

These venues include classes taught through the above-mentioned departments. In addition to academic classes, targeted groups at CSU, Fresno include students in the Upward Bound Program, Educational Opportunity Program – Summer Bridge, Educational Opportunity Program – University One, and Women with Physical Disabilities. The community groups include Foster Parent Groups, Child Care Providers and Child Care Provider Applicants, Malaga Children and Families Project members, Stone Soup After School Program students and Fresno County Recreation Department After School Program students. This training is provided by faculty and supervised CSU, Fresno students.

Faculty offer professional consultation to *Nutrition Network* Local Incentive Awardees in the Central Valley region. Areas of expertise include needs assessment and program evaluation. They also work to influence community members and decision making individuals regarding the importance of nutrition and physical activity. This effort has been expanded to include a community empowerment/ development project in an ethnic community in Fresno County.

CENTRAL VALLEY HEALTH NETWORK

Non-Profit Demonstration Project

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 Nutrition Program Coordinator
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Local Share: \$2,066,417

State Share: \$1,138,083

First Funded: FFY 2003

Legislators

U.S. Sen. Dianne Feinstein
 U.S. Sen. Barbara Boxer
 U.S. Rep. Robert T. Matsui
 CA Sen. Deborah V. Ortiz
 CA Assemblymember Darrell S. Steinberg

Target Audience

- Ages: Young Adults; Adults; Seniors
- Ethnicities: Asian (2.4%); African American (2.2%); Latino (71.8%); Native American (0.2%); Pacific Islander (2.4%); Caucasian (21%)
- Language: Spanish, Vietnamese, Hmong, Cantonese, Tagalog, Khmer, Mandarin, English, Punjabi

Settings

Clinics; Outreach locations

Partners

Schools; Local Health Departments; Colleges/Universities; Local Departments of Social Services

Description

The Central Valley Health Network (CVHN) is providing umbrella management and administration for twelve of its member community health centers as part of the Network's first use of nonprofits as Local Incentive Awardees (LIA) in a two-year demonstration project. Clearly, participating community health centers are providing nutrition education to many Medi-Cal, Healthy Families, and medically indigent patients as part of their health care, dental care, and disease prevention service packages.

The Central Valley Health Network (CVHN) and its twelve member community health centers, are providing general nutrition education and food stamp promotion to Medi-Cal, Healthy Families, and medically indigent patients receiving medical, dental and other support services, as well as such activities at other community venues such as health fairs and schools. The project will perform an in-depth survey their current curriculum, methods, and materials and upgrade their capacity to provide high quality nutrition education. The demonstration project will also be carefully evaluated with a focus on the capacity of community health centers to provide effective, results-oriented nutrition education, to show positive change in the dietary behaviors of participants, and the ability of community health centers to partner and collaborate with public sector LIAs, locally and regionally.

FARMERSVILLE UNIFIED SCHOOL DISTRICT*LIA - School/District*

Lucia Vazquez Project Director 586 South Farmersville Blvd. Farmersville, CA 93223 Phone: (559) 594-4567 Fax: (559) 733-7587 tialuz@postoffice.igalaxy.net	Local Share: \$98,000 State Share: \$49,000 First Funded: FFY 1999	<u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Devin Nunes CA Sen. Roy Ashburn CA Assemblymember Bill Maze
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Target Audience

- Ages: Grades 1-12; Adults
- Ethnicities: Latino (83%); Caucasian (13%)
- Language: Spanish, English, Mixteco

Settings

Schools

Partners

Schools; School Food Service; Local Health Departments; University of California Cooperative Extensions; Healthy Start; Central Valley Health and Nutrition Collaborative

Description

The following brief points summarize the project activities throughout Farmersville Unified School District.

- Training of High School student advocates is conducted through a series of events which include leadership and teambuilding skills needed for advocacy work, games, food experiences and lessons in preparation for nutrition education, and physical activity promotion events.
- Working to increase and support nutrition education at all district sites.
- Continuing partnerships with teachers and/or student groups to incorporate activities which promote nutrition education and/or physical activity.
- Implementing measures to enhance and sustain ongoing nutrition education, promotion of healthy eating, and increasing physical activity among students, district staff and the Farmersville community.
- Participation in community, county or state meetings, collaboratives and trainings pertaining to Healthy Start, Local Migrant Ed, leadership, and other community based efforts which serve the Farmersville community. Networking to incorporate nutrition issues into their efforts.

FRESNO COUNTY DEPARTMENT OF COMMUNITY HEALTH

LIA - Local Health Department

Gwendolyn Bibb

Division Manager

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Local Share: \$454,825**State Share: \$227,413****First Funded: FFY 2002****Legislators**

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Calvin Dooley

CA Sen. Dean Florez

CA Assemblymember Sarah L.
Reyes**Target Audience**

- Ages: Adults
- Ethnicities: Latino (95%); Caucasian (5%)
- Language: Spanish, English

Settings

Community Centers

Partners

7 partners from: Local Health Departments; California Project LEAN; Colleges/Universities; University of California Cooperative Extensions; National Organizations; California Health Collaborative; Central Valley Women's Health Partnership

Description

This program aims to recruit and train Compañeras de Salud (Partners in Health) using a Promotora model. Once trained, the Compañeras de Salud assist in educating women about adopting nutrition and physical activity recommendations to reduce the risk for chronic disease. Additionally, the Compañeras de Salud assist with a community assessment to identify positive and negative influences to the adoption of nutrition and physical activity recommendations.

The program is also implementing Valley Women Care Clubs in two new locations. Valley Women Care Clubs are interactive, educational workshops on chronic disease risk reduction with an emphasis on healthy nutrition choices, increasing physical activity and regular health screenings. Clubs run monthly for eight months and are held in rural and urban communities.

Finally, the program is planning a media campaign to increase awareness about the importance and benefits of adopting recommended nutrition and physical activity practices related to chronic disease risk reduction.

FRESNO COUNTY DEPARTMENT OF COMMUNITY HEALTH*CHDP Nutrition Project***Kathleen Grassi, RD, MPH**

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Grant Amount: \$100,000**Legislators**

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Calvin Dooley

CA Sen. Dean Florez

CA Assemblymember Sarah L.
Reyes**Target Audience**

- Ages: Adults
- Ethnicities: Latino (90%)
- Language: Spanish, English

Settings

Provider offices and Health Department offices

Partners

4 partners from: Local Health Departments; California Project LEAN; University of California Cooperative Extensions; CPSP and CHDP providers

Description

A Public Health Nutritionist will determine via a survey the training and educational material needs of providers who serve low-income families with young children, such as CPSP, CHDP, and public health nursing staff of the local Health Department. Survey results will be used to develop an inservice and, if necessary, consumer tools that will assist providers to incorporate nutrition and physical activity recommendations into their health education services.

FRESNO COUNTY OFFICE OF EDUCATION

LIA - County Office of Education

Linda Shelton, MS, RD

Wellness and Nutrition
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Local Share: \$903,782

State Share: \$451,891

First Funded: FFY 1999

Legislators

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Calvin Dooley

CA Sen. Dean Florez

CA Assemblymember Sarah L.
Reyes

Target Audience

- Ages: PreKindergarten; Kindergarten; Grades 1-12
- Ethnicities: Asian (9.24%); African American (5.09%); Latino (58.9%); Caucasian (25.04%); no info given (1.7%)
- Language: Spanish, Vietnamese, Hmong, Cantonese, Tagalog, Korean, Khmer, Armenian, Mandarin, English

Settings

Schools

Partners

13 partners from: Schools; School Food Service; Local Health Departments; California Project LEAN; Colleges/Universities; University of California Cooperative Extensions; National Organizations; Diabetes Resource Network, A Fresno Collaborative

Description

This program works in several school districts to promote a healthy school environment through student-led activities that expand nutrition knowledge and the importance of daily physical activity. Participating districts include Caruthers, Central, Sanger, and Selma Unified School Districts. Specific activities include implementation of the School Health Index, training of lead facilitators in leadership activities, formation and implementation of Nutrition Advisory Councils, development and implementation of nutrition education programs (such as Harvest of the Month), staff training in SPARK activities, and promotion of the National Walk to School Day in October. Finally, the program is working to increase community partnerships and collaborative efforts in order to expand nutrition education and physical activity promotion throughout Fresno County.

FRESNO METRO MINISTRIES*Food Security Special Project***Edith Jessup**

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Grant Amount: \$68,000

First Funded: FFY 2000

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Calvin Dooley
CA Sen. Dean Florez
CA Assemblymember Sarah L. Reyes

Target Audience

- Ages: All Ages
- Ethnicities: Asian (20%); African American (10%); Latino (33%); Native American (2%); Pacific Islander (2%); Caucasian (30%); Arabic/Indian (3%)
- Language: Spanish, Vietnamese, Hmong, Khmer, Armenian, English, Arabic, Russian, Hindu, Over 100 languages spoken in Fresno

Settings

Community Centers; Clinics; Schools; Grocery Stores; Farmers' Markets; Faith Organizations; Community Gardens; Agriculture

Description

This fourth-year food security project provides community organizing, advocacy, and leadership activities in Fresno County aimed at promoting policy changes and actions to improve short-term and long-term access of low-income residents to the food and nutrition they need in the region.

Specifically, the project has established a Food Stamp Advocacy Group comprised of at least ten community-based organizations (CBOs), representatives of key public agencies, and at least seven low-income cultural and ethnic groups to assure a successful transition from Food Stamp coupons to Electronic Benefit Transfer (EBT) in the spring and summer of 2004. In addition, a workshop for 35-50 farmers, farmers market representatives, and low-income consumers will be convened to explore increase opportunities for expanding the demand and availability of local produce at farmers markets and other venues in the community.

The project is also one of the sites for the Community Food Security Coalition's (CFSC) "Community Food System Assessment" project (also funded by the *California Nutrition Network*). Twenty low-income people from the community and up to ten college and/or high school students will be trained to use the assessment tool developed by CFSC in at least four languages in two City County Districts and two County Supervisor Districts.

The project will continue to hold monthly educational forums (11) and task group meetings (9) to educate the public and elected officials about such topics as the health effects of obesity, poor diet, lack of physical activity, and the development of legislative recommendations and proposals for state and federal enactment designed to reduce barriers to public food assistance program participation. The project will also seek to increase utilization of public school nutrition programs such as the School Breakfast, School Lunch, and after school program Snack Program, and Summer Food Program.

FRESNO UNIFIED SCHOOL DISTRICT*LIA - School/District***Sharon Owyang**

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 5
 Fresno, CA 93726

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Local Share: \$437,071**State Share: \$218,536****First Funded: FFY 2001****Legislators**

U.S. Sen. Dianne Feinstein
 U.S. Sen. Barbara Boxer
 U.S. Rep. George P. Radanovich
 CA Sen. Charles Poochigian
 CA Assemblymember Steve
 Samuelian

Target Audience

- Ages: Grades 6-12
- Ethnicities: Asian (16.4%); African American (11.5%); Latino (52.2%); Caucasian (18.4%); No info given (1.5%)
- Language: Spanish, Vietnamese, Hmong, Khmer, Armenian, English, Lao

Settings

Schools; District Health and District Parent Engagement Center

Partners

10 partners from: Schools; School Food Service; California Project LEAN; University of California Cooperative Extensions; National Organizations; Fresno County Office of Ed; Savemart; Rich Products

Description

Fresno Unified School District, the fourth largest school district in California, is a large, ethnically and linguistically diverse district. The district has established several community partnerships and utilizes Foods and Nutrition curriculum and the Project LEAN program to implement a comprehensive nutrition education program at six high schools and three middle schools with greater than 50% free and reduced lunch eligibility. The program is supporting students in the Foods and Nutrition classes to be trained in nutritional advocacy. Students participate in Nutritional Leadership training during the fall and spring semesters. Program activities are based on the social learning theory and designed to convey information, teach decision-making skills, change perceived social norms regarding nutrition and physical activity, and provide activities in a culturally relevant and participatory manner that supports healthy eating.

Partnering with Food Services results in an increase in student lunch participation with the addition of promoting breakfast during the school year. Nutrition Advocates continue to promote research-based nutrition lessons at the Parent Engagement Center with the priority to reinforce healthy eating and academic achievement. McLane High School and Fort Miller Middle School are participating in the School Health Index during this school year. The *Nutrition Network* Contract convenes quarterly Nutrition Advisory Meetings to promote nutritional health education among stakeholders to affect future policy changes.

GREENFIELD UNION SCHOOL DISTRICT*LIA - School/District***Heather West**Greenfield Family Resource
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Local Share: \$223,310**State Share: \$111,655****First Funded: FFY 2000****Legislators**

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. William M. Thomas

CA Sen. Roy Ashburn

CA Assemblymember Kevin
McCarthy**Target Audience**

- Ages: PreKindergarten; Kindergarten; Grades 1-6; Young Adults; Adults; Seniors
- Ethnicities: Asian (2.7%); African American (10.5%); Latino (66.3%); Native American (0.6%); Pacific Islander (0.1%); Caucasian (16.5%); No response (2.6%)
- Language: Spanish, English

Settings

Community Centers; Schools

Partners

20 partners from: Schools; School Food Service; Local Health Departments; Parks and Recreation; University of California Cooperative Extensions; Local Departments of Social Services; Family Resource Center

Description

This program provides nutrition education to over 7,000 students in the school district with an emphasis on the *5 a Day* and "60 minutes of physical activity each day" messages. All students in grades K-6 learn about the Food Guide Pyramid and taste-test fruits and vegetables. In addition, second graders learn to make corn tortillas, fourth graders make PSAs on good nutrition and present them during morning announcements, and fifth graders make recipes for healthy snacks which are compiled in a recipe book. After School Program participants are involved in nutrition education and garden clubs. During the spring and summer, "Stretch your Dollar" classes and Walking Club activities are conducted. Also in the spring, the "Health and Safety" fair is held in conjunction with collaborative partners. At this fair, community members are encouraged to take the *5 a Day* pledge.

KERN COUNTY DEPARTMENT OF PUBLIC HEALTH*LIA - Local Health Department*

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Local Share: \$250,000

State Share: \$125,000

First Funded: FFY 1999

Legislators

U.S. Sen. Dianne Feinstein
 U.S. Sen. Barbara Boxer
 U.S. Rep. Calvin Dooley
 CA Sen. Dean Florez
 CA Assemblymember Nicole M. Parra

Target Audience

- Ages: Grades 2-8; Young Adults; Adults; Seniors
- Ethnicities: Asian (3%); African American (25%); Latino (55%); Pacific Islander (3%); Caucasian (17%)
- Language: Spanish, Vietnamese, Tagalog, Korean, English

Settings

Community Centers; Schools; Faith Organizations

Partners

Schools; School Food Service; Local Health Departments; California Project LEAN; University of California Cooperative Extensions; Local Departments of Social Services

Description

The Kern County Department of Public Health Nutrition Program activities include:

- Working to increase the number of eligible schools participating in nutrition and physical activity presentations/workshops that emphasize and reinforce the *5 a Day* campaign messages.
- Conducting interactive workshops that address childhood obesity, working with school cafeterias to offer salad bars, and encouraging parents to serve nutritious foods to kids at home and involve them during grocery shopping in order to cultivate healthy food choice habits.
- Reinforcing messages that highlight bad food choices, food advertising, nutrition labels and choices at fast food restaurants.
- Participating at health fairs and distributing materials promoting nutrition and physical activity.
- Effectively using media outlets, TV, radio, print and news releases during observances to increase awareness on the health benefits of good nutrition, physical activity, and healthy weight maintenance.
- Updating the Bakersfield City School District Food Services web page (<http://food.bcsd.com>) linked to the Kern County Dept. of Public Health site (<http://www.co.kern.ca.us/health>) and other *5 a Day*/National Nutrition programs.
- Supporting and sponsoring the New Spirit Women's Group "Sisters Gett'n Fit" program and the "Search Your Heart" program under the Faith Based Health Initiative to eliminate ethnic health disparities in the African American and Hispanic communities by emphasizing and reinforcing the *5 a Day* campaign and physical activity messages.
- Helping to promote the food stamp program.

KERNVILLE UNION SCHOOL DISTRICT FAMILY RESOURCE CENTER

LIA - School/District

Nancy Puckett Program Coordinator PO Box 2905 Lake Isabella, CA 93240-2905 Phone: (760) 379-2556 Fax: (760) 379-6345 napucke@zeus.kern.org	Local Share: \$310,329 State Share: \$155,165 First Funded: FFY 1999	Legislators U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. William M. Thomas CA Sen. Roy Ashburn CA Assemblymember Kevin McCarthy
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Target Audience

- Ages: All Ages
- Ethnicities: Latino (6%); Native American (2%); Caucasian (91%); Asian/Pacific Isl/AA-Black (1%)
- Language: Spanish, English

Settings

Community Centers; Clinics; Schools; Grocery Stores; Restaurants

Partners

30 partners from: Schools; School Food Service; Local Health Departments; Parks and Recreation; California Project LEAN; Colleges/Universities; University of California Cooperative Extensions; Local Departments of Social Services; Kern Valley Healthcare District; Community Action Partnership
Formerly Kern County Economic Opportunity Corp.

Description

The Kernville Union School District Family Resource Center "Start Healthy, Stay Healthy" Program acts as a community broker for nutrition education information and Food Stamp program referrals and information, and sponsors three large, community-based health fairs which offer a wealth of information, workshops and direct services emphasizing the importance of eating 5 fruits and vegetables per day and getting regular exercise for good health. In three local schools, nutrition education is provided in regular day and after school classrooms to children in preschool and grades kindergarten through eighth grade utilizing the Five A Day and Be Active program. Students create menus and cookbooks with age-appropriate recipes, learn the principles of healthy and safe kitchen techniques, and learn first hand the "farm to table" process by working in two school gardens. Within the community a series of cooking classes for seniors provides nutrition education geared to their medical and dietary needs. Low income and at risk case managed families with pregnant women and/or children aged 0 to 17 years old receive individualized in-home nutrition and budget training (UCCE curriculum) with information and referrals to the U.S. Department of Agriculture's Food Stamp Program and Women's, Infants, & Children (WIC) program. Media advocacy is provided through monthly Kern River Valley Collaborative meetings, newsletters, "Start Healthy, Stay Healthy" newspaper columns, and a Kernville Union School District web page (kernvilleusd.org/cfs) with links to other agencies and those within our community. KUSD Board Policy regarding nutrition and physical activity is being revised and rewritten to improve the nutrition and physical health needs of students and staff. Staff attend Social Marketing and other CNN sponsored trainings and conferences.

KINGS COUNTY DEPARTMENT OF PUBLIC HEALTH

LIA - Local Health Department

Michelle Bieber Project Representative 330 Campus Drive Hanford, CA 93230 Phone: (559) 582-2795 x2586 Fax: (559) 582-8388 mbieber@co.kings.ca.us	Local Share: \$65,302 State Share: \$32,651 First Funded: FFY 2003	Legislators U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Calvin Dooley CA Sen. Dean Florez CA Assemblymember Nicole M. Parra
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Target Audience

- Ages: PreKindergarten; Young Adults; Adults
- Ethnicities: Latino (65%); Caucasian (35%)
- Language: Spanish, English

Settings

Family Resource Center

Partners

1 partner from: Family Resource Centers

Description

The Kings County Department of Public Health *Nutrition Network* Program is working to create the Kings County Nutrition Task Force, a group of community members who are interested in improving the health of the community by promoting good nutritional habits and getting sufficient physical activity. The roles of the Task Force include serving as a steering committee for the implementation of nutrition and physical activity promotion activities and as a network for sharing information and fostering complimentary efforts.

This program is also working closely with the Family Resource Centers (FRC) in Hanford to integrate activities directed at increasing fruit and vegetable consumption and physical activity promotion within existing activities. The FRCs are funded by the local First Five Commission. They serve as information “hubs” for the community and house ESL, migrant health, school readiness, and parenting programs.

LAMONT SCHOOL DISTRICT*LIA - School/District***Yolanda Romero**

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Local Share: \$238,710

State Share: \$119,355

First Funded: FFY 1999

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Calvin Dooley
CA Sen. Dean Florez
CA Assemblymember Nicole M. Parra

Target Audience

- Ages: Grades 1-8; Adults
- Ethnicities: Latino (97%); Caucasian (3%)
- Language: Spanish, English

Settings

Community Centers; Schools; Farmers' Markets

Partners

Schools; School Food Service; Parks and Recreation; California Project LEAN; University of California Cooperative Extensions

Description

The goal of this project is to increase consumption of fruits and vegetables by increasing awareness of the *5 a Day* Nutrition Education Program within the Lamont School District community using posters in schools, school newsletters, community newspapers, and Radio Bilingue. The plan is to continue to maintain communication and collaboration with the South Valley Neighborhood Partnership, Clinica Sierra Vista, American Cancer Society, Kern County Network for Children, University Cooperative Extension-Kern County, Project LEAN Central Valley, *5 a Day*-Power Play! and SHAPE.

A Health Fair is held annually in the Fall with more than 300 people in attendance. A booth with Nutrition Education and *5 a Day* flyers is utilized to promote fruits, vegetables, and physical activity. Pedometers are distributed to adults to promote increased physical activity and good nutrition. In October, the Harvest Festival is set up to offer fun and entertainment to children as an alternative to Trick-or-Treating for Halloween. The Nutrition Program sets up a booth to give apples and goodie bags with a granola bar, a pen promoting the *5 a Day* message and a bookmark. During these combined activities more than 750 community members are reached. In addition, Nutrition classes are offered to the Migrant population, and the *5 a Day* message is promoted using Radio Bilingue and the Lamont Reporter.

Nutrition Education is also provided to all children in the After School Program using the curriculum from UC Cooperative Extension. There are 4 school sites with about 140 children at each site. Children are taught the food guide pyramid, food safety, how to prepare quick and healthy snacks, and how to read food labels. Physical activity is promoted by offering activities from the SPARK program and using fun games and structured PE. The After School Program starts in September 2003 and goes until June 2004, reaching a total of approximately 600 children.

MADERA COUNTY CHILDREN AND FAMILIES COMMISSION - FIRST 5

LIA - First 5 Children and Families Commission

Chinayera Black Hardaman Project Representative 1930 Howard Road, Suite 128 Madera, CA 93637 Phone: (559) 661-5155 Fax: (559) 675-4950 cblack2000@prodigy.net	Local Share: \$112,682 State Share: \$56,340 First Funded: FFY 2003	Legislators U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. George P. Radanovich CA Sen. Jeffery Denham CA Assemblymember Steve Samuelian
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Target Audience

- Ages: PreKindergarten
- Ethnicities: African American (4%); Latino (65%); Caucasian (30%)
- Language: Spanish, English

Settings

Community Centers; Family Resource Center

Partners

Schools; Local Health Departments; Parks and Recreation; Local Departments of Social Services; Local Library; Local Road Department

Description

To increase awareness of the benefits of fruit/ vegetable consumption, physical activity, and promotion of the Food Stamp Program through nutrition education classes and distributing culturally appropriate nutrition education materials.

- 1) There will be four series of classes through the year. Each series will include four workshops/classes focused on:
 - Concepts around nutrition and physical activity promotion geared towards new mothers and young children and general information about the Food Stamp Program and enrollment.
 - Demonstration of great tasting healthy meals that incorporate fruits and vegetables. Emphasis will be placed on how to achieve healthy cooking and eating on limited budgets and strategies for getting young children excited about fruits and vegetables
 - Demonstration of strategies and benefits of parent physical activity that incorporates toddlers and young children. Fast and healthy snacks will be demonstrated and taste tested.

All classes are interactive and culturally appropriate.

- 2) Host an annual Nutrition and Physical Activity Extravaganza. This event will be open to the public but specifically marketed to parents and their young children. Relevant stakeholders will be recruited as partners to ensure a wide variety of relevant booths and activities emphasizing the benefits of eating *5 a Day* and being active every day. Food and physical activity demonstrations will also be offered.

MADERA UNIFIED SCHOOL DISTRICT*LIA - School/District*

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Local Share: \$452,877

State Share: \$226,438

First Funded: FFY 2002

Legislators

U.S. Sen. Dianne Feinstein
 U.S. Sen. Barbara Boxer
 U.S. Rep. George P. Radanovich
 CA Sen. Jeffery Denham
 CA Assemblymember Steve Samuelian

Target Audience

- Ages: Grades 4, 5, 7-12; Young Adults; Adults
- Ethnicities: African American (5%); Latino (75%); Caucasian (20%)
- Language: Spanish, English

Settings

Schools; Community Events

Partners

5 partners from: School Food Service; Local Health Departments; University of California Cooperative Extensions; Tri agency diabetes project; Central Valley Collaborative

Description

Classroom nutrition instruction as follows:

- 4th graders at 14 elementary sites will receive at least 7 weekly lessons on nutrition using *5 a Day, Power Play!* materials and physical activity promotion
- 5th graders at 14 elementary sites will receive 2 booster lessons on nutrition and physical activity promotion
- 7th graders at 5 sites will receive 9 nutrition and physical activity promotion lessons utilizing the "Eat Fit" curriculum
- 7th and 8th graders attending an after school program at one middle school will receive 9 nutrition and physical activity lessons as part of a cooking class
- High school students will receive nutrition instruction after school and provide peer, adult, and cross age education at the high school, community events and feeder schools

Community activities will be conducted with community partners to promote an increase in fruit and vegetable consumption, an increase in physical activity, and an awareness of the Federal food stamp program and other food resources in Madera.

Participation will occur in regional collaborative activities to support social marketing activities.

MERCED COUNTY DEPARTMENT OF PUBLIC HEALTH*CHDP Nutrition Project***Mary Jo Rafferty, MSN**

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Grant Amount: \$56,062

Legislators

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Dennis Cardoza

CA Sen. Jeffery Denham

CA Assemblymember Barbara
Matthews

Target Audience

- Ages: Grades 1-6

Settings

Schools; Medical providers & community agencies

Partners

Schools; School Food Service; Local Health Departments; California Project LEAN; University of California Cooperative Extensions; National Organizations

Description

The Childhood Overweight Prevention Project will help to increase the awareness of childhood overweight prevention with health care providers in schools and in the surrounding community by providing In-services to the CHDP medical providers, will focus on prevention of overweight/obesity by providing educational materials and resources, encouraging BMI calculation, and encouraging referrals to the Food & Fitness 4 Families classes. The dietitian will visit the providers bi-annually to assess their needs for additional staff in-services.

School interventions include nutrition education and special events which focus on healthy eating and physical activity (such as National 5 A Day Week, National Nutrition Month, Fruit & Veggie Olympics, etc.). The project will also educate parents on how to promote healthy eating and physical activity at home by providing newsletters and speaking at parent club meetings.

This project will continue to promote healthy eating and physical activity in the community with the Food & Fitness 4 Families classes, attendance at community health fairs, speaking about childhood overweight prevention at different community events, and collaborating with community organizations such as the American Cancer Society and the American Heart Association.

MERCED COUNTY OFFICE OF EDUCATION

LIA - County Office of Education

Carol Lee Huffman 632 West 13th Street Merced, CA 95340 Phone: (209) 381-5970 Fax: (209) 381-6765 chuffman@mcoe.org	Local Share: \$699,479 State Share: \$349,740	Legislators U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Dennis Cardoza CA Sen. Jeffery Denham CA Assemblymember Barbara Matthews
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Target Audience

- Ages: All Ages
- Ethnicities: Asian (9.1%); African American (9.1%); Latino (46.3%); Native American (0.8%); Pacific Islander (0.3%); Caucasian (33.9%); Filipino and others (0.5%)
- Language: Spanish, Vietnamese, Hmong, English, Arabic, Mien/Yao, Punjabi, Hindi, Portuguese, Urdu, ASL

Settings

Schools; Grocery Stores; Restaurants; Students' homes

Description

Merced County Nutrition and Fitness Network (MCNF Network) started its two-year contract activities on October 1st, 2003. MCNF Network team members were carefully selected to bring different expertise to this program and the team consists of a registered dietitian, a school nurse, a special education teacher, and administration and clerical assistance as needed. MCNF Network serves the special education department in Merced County Office of Education (MCOE), including 54 classrooms and some specialists providing services in school or in natural environments. The sub-contracts with Challenged and Children in Crisis reflect the emphasis to children with special needs.

The MCNF Network team visited every MCOE special education classroom to build a relationship with all the staff. This helped to understand better the many cognitive and functional levels of the special education students in the various programs.

A written needs survey of all the classroom teachers and the other programs was conducted. Based on the results, *Network*-approved resources were purchased and provided to the staff.

Training for all teachers was provided. These sessions were scheduled in collaboration with the program administrators, totaling 10 sessions. The cognitive levels and functional abilities present in the program fill the complete spectrum from infant to 12th grade academic level. The trainings are based on the Nutrition Competencies.

Another survey to be done in the third quarter will assess the effectiveness of the educational materials. The results of the two surveys will guide planning for the next contract year, regarding programming, expansion, and invitations to potential new partners.

CITY OF SELMA*Healthy Cities and Communities Special Project***Roseann Galvan**

Community Volunteer Coordinator
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Grant Amount: \$25,000

Legislators

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Calvin Dooley

CA Sen. Dean Florez

CA Assemblymember Sarah L.
Reyes

Target Audience

- Ages: Grades 6-8; Adults
- Ethnicities: Asian (5%); Latino (70%); Caucasian (25%)
- Language: Spanish, English

Settings

Community Centers; Farmers' Markets

Partners

15 partners from: Schools; Local Health Departments; Parks and Recreation; University of California Cooperative Extensions; Community-Based Organizations; Local Business/Chamber of Commerce

Description

The City of Selma is conducting a program to increase the health of all residents through the following objectives:

1. Increase attendance in the farmers' market by at least 100 residents, and the skills of a minimum of 25 residents to use two strategies to cook healthier meals.
2. 150 youth in the Selma Summer Camp will consume at least five servings of fruits/vegetables each day for 8 weeks and engage in one hour of physical activity.
3. Present a policy recommendation, based on youth input, to the City Council or appropriate organization on strategies to improve healthy eating and physical activity among youth.
4. Hold a farmers' market at least once per month and continue to solicit additional farmers' market vendors. Establish a nutrition information booth at market, and hold cooking demonstrations for residents at the market. Solicit speakers for nutrition seminars from the public health/health community and conduct healthy cooking demonstrations. Distribute surveys to participants to measure skills related to cooking healthier.
5. Recruit summer youth camp participants and conduct camp activities, including nutrition and physical education speakers and exercises. Provide campers and parents with tips and information on how to continue healthy eating and physical activity during and after the camp. Administer pre and post assessment of nutritional knowledge/eating habits/ physical activity
6. Hold focus group with campers to identify policy recommendation to improve nutrition and physical activity for youth. Develop and present recommendations to city council or school board.

TULARE COUNTY HEALTH AND HUMAN SERVICES AGENCY - WIC PROGRAM

LIA - Local Health Department

Peggy Redfern, RD

Supervising Public Health

Nutritionist

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Local Share: \$571,130

State Share: \$285,565

First Funded: FFY 2002

Legislators

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Devin Nunes

CA Sen. Roy Ashburn

CA Assemblymember Bill Maze

Target Audience

- Ages: All Ages
- Ethnicities: Asian (2.4%); African American (1.7%); Latino (81.7%); Native American (0.3%); Caucasian (13.3%)
- Language: Spanish, Hmong, English, Lahu, Mien, Chinese

Settings

Community Agencies and Organizations; WIC

Partners

6 partners from: Schools; Local Health Departments; FoodLink; Family Referral Education Empowerment collaborative

Description

The Tulare County Nutrition Collaborative (TCNC) funded partners work together to promote wellness and an increase in knowledge and awareness of nutrition and healthy lifestyles through a variety of activities and projects. The collaborative is comprised of four funded partners, but works closely with other agencies, including CSU Fresno, UC Cooperative Extension, the FREE Collaborative, and Tulare County Office of Education, to reach its goals. TCNC activities include developing training curriculum for nutrition education and physical activity promotion and conducting trainings throughout the county on the benefits of fruit and vegetable consumption and physical activity. One successfully developed tool is the Family Challenge "Tool Kit," a 10-week program that incorporates fruit and vegetable consumption and healthy lifestyle messages and provides suggestions and examples for families to enhance their well-being. This Tool Kit is being promoted through TV and radio, and is distributed in clinics, community-based organizations, local schools, and healthcare facilities.

TULARE COUNTY OFFICE OF EDUCATION, SCHOOL HEALTH PROGRAMS

LIA - County Office of Education

Nani Nielsen Project Director 7000 Doe Avenue, Building 300 Visalia, CA 93291 Phone: (559) 651-0130 Fax: (559) 651-0172 nnielsen@tcoe.org	Local Share: \$865,152 State Share: \$432,576 First Funded: FFY 2002	Legislators U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Devin Nunes CA Sen. Roy Ashburn CA Assemblymember Bill Maze
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Target Audience

- Ages: PreKindergarten; Kindergarten; Grades 1-12; Young Adults; Adults
- Ethnicities: Asian (5%); African American (1.5%); Latino (58.3%); Native American (0.6%); Pacific Islander (0.3%); Caucasian (34.3%)
- Language: Spanish, English

Settings

Schools

Partners

Schools; School Food Service; Local Health Departments; Parks and Recreation; Colleges/Universities; University of California Cooperative Extensions

Description

The Tulare County Office of Education School Health Programs works with Exeter Union Elementary School District, Lindsay Unified School District, and Pixley Union School District to increase the consumption of 5 servings of fruits and vegetables per day and to promote an increase in physical activity to 30-60 minutes per day for adults and children. This program reaches approximately 6,000 kindergarten through 12th grade students living in rural communities in Tulare County. Specific program activities include: implementing the School Health Index, providing nutrition education and physical activity promotion to students, developing strategies to incorporate healthy foods into the districts (such as school meal programs, salad/fresh fruit bars, farmers' market programs, and after-school programs), assessment and modification of nutrition policies to meet the nutritional needs of the school community, development and maintenance of a Tulare County nutrition and physical activity resource library, and collaboration with other organizations to meet the overall needs of Tulare County families.

UNIVERSITY OF CALIFORNIA COOPERATIVE EXTENSION, FRESNO COUNTY

5 a Day-Power Play! Campaign Regional Lead Agency

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First Funded: FFY 1999

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Calvin Dooley
CA Sen. Dean Florez
CA Assemblymember Sarah L. Reyes

Target Audience

- Ages: Grades 4, 5
- Language: Spanish, English

Settings

Schools; Grocery Stores; Farmers' Markets; Restaurants; Community Youth Orgs; Media

Partners

513 partners from: Schools; School Food Service; University of California Cooperative Extensions; Community Youth Organizations/Afterschool Programs; Farmers' Markets; Grocery Stores; Restaurants

Description

University of California Cooperative Extension, Fresno County acts as the Central Valley Region lead agency for the *California Children's 5 a Day—Power Play! Campaign*. During 2004, the region will reach 9- to 11-year-old children with the *5 a Day* and physical activity messages through activities conducted with schools, community youth organizations, farmers' markets, supermarkets, food services/restaurants and the media. The lead agency will recruit participation from a variety of community organizations and adult intermediaries with direct access to 9- to 11-year-old children and their parents; provide materials, training and technical assistance to participating organizations; work with partners to institute community- and organizational-level policy, systems, and environmental changes; conduct media and public relations outreach targeting children, parents, adult intermediaries, opinion leaders, and policymakers; enhance connections among participating organizations; and facilitate a regional *5 a Day—Power Play!* Steering Committee. In addition, the lead agency will coordinate with other CPNS-funded projects in the region, including participating in the regional *Network* collaborative. Through these activities, the lead agency will ensure that the Campaign achieves at least 97,000 impressions with the region's 48,421 low-income 9- to 11-year-old children. The Central Valley Region includes Fresno, Kern, Kings, Madera, Mariposa, Merced, and Tulare Counties.

UNIVERSITY OF CALIFORNIA COOPERATIVE EXTENSION, FRESNO COUNTY*Latino 5 a Day Campaign Regional Lead Agency***Eustolia Ruiz**

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Grant Amount: \$110,000

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Calvin Dooley
CA Sen. Dean Florez
CA Assemblymember Sarah L. Reyes

Target Audience

- Ages: Young Adults; Adults
- Ethnicities: Latino
- Language: Spanish, English

Settings

Clinics; Grocery Stores; Farmers' Markets; Festival; Community Based Org; Direct Health Service Providers

Partners

35 partners from: Local Health Departments; University of California Cooperative Extensions; Local Departments of Social Services

Description

UC Cooperative Extension, Fresno County serves as the Regional Lead Agency for the *Latino 5 a Day Campaign* in the Central Valley. Throughout 2004, the region will work with the target community and public/private partners to reach Spanish-language dominant and English-speaking Latino adults, aged 18-54 years, with *5 a Day* and physical activity information and opportunities for action. The region is funded currently to coordinate a community coalition and oversee implementation of the Campaign's components, which include interventions conducted at large Latino festivals, farmers'/flea markets, supermarkets and neighborhood grocery stores, direct health service provider organizations, and community clinics. These regional activities, which reach nearly 240,676 Latinos annually, are reinforced with bilingual television, radio, and outdoor advertisements and public relations activities.

UNIVERSITY OF CALIFORNIA COOPERATIVE EXTENSION, FRESNO COUNTY - NUTRITION, FAMILY AND CONSUMER SCIENCES

California Nutrition Network Regional Lead Agency

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Grant Amount: \$217,700

First Funded: FFY 2002

Legislators

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Calvin Dooley

CA Sen. Dean Florez

CA Assemblymember Sarah L.
Reyes

Target Audience

- Ages: Young Adults; Adults
- Ethnicities: Latino (100%)
- Language: Spanish, English

Settings

Clinics; Schools; Grocery Stores; Farmers' Markets

Partners

38 partners from: Schools; School Food Service; Local Health Departments; California Project LEAN; Colleges/Universities; University of California Cooperative Extensions; Local Departments of Social Services; Media; Food Banks; Retailers

Description

UC Cooperative Extension is working with the Central Valley Health & Nutrition Collaborative in developing a "healthy shopping" social marketing campaign. The collaborative serves as the steering body, providing guidance to the many member agencies that serve as implementation channels and carry out evaluation efforts. Activities include surveying the shopping habits of the target audience, reviewing survey results and identifying specific campaign tactics, channels, and materials.

VISALIA UNIFIED SCHOOL DISTRICT*LIA - School/District***Neva Wright**

Project Coordinator

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Local Share: \$96,824**State Share: \$48,412****First Funded: FFY 2002****Legislators**

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Devin Nunes

CA Sen. Roy Ashburn

CA Assemblymember Bill Maze

Target Audience

- Ages: Grades 4-6
- Ethnicities: Asian (5.3%); African American (2.6%); Latino (53.2%); Native American (1.2%); Pacific Islander (0.1%); Caucasian (37%); no info (0.6%)
- Language: Spanish, Vietnamese, Hmong, Tagalog, Khmer, English

Settings

Schools; Grocery Stores; Healthy Start

Partners

Schools; School Food Service; Local Health Departments; California Project LEAN; University of California Cooperative Extensions; Healthcare; National Organizations

Description

Visalia Unified School District is committed to integrating Health Education, Physical Education and Nutritional Services. Joint training on childhood obesity and diabetes is conducted and teams attend SHAPE training and nutrition related conferences. These programs jointly plan and implement a physical activity challenge, "Walk Through California" for fourth through sixth grade students, staff, and parents. Participants are encouraged to walk during recesses and breaks and earn miles for their classroom or group to reach six locations throughout California. Healthy incentive prizes supporting the promotion of physical activity and increased consumption of fruits and vegetables are provided as they reach new locations.

The Elementary Health and Physical Education teams also present a joint lesson on "Energy Balance", focusing on food choices and balancing physical activity. A portion of this lesson is conducted in the classroom during Health classes and another portion outdoors during PE classes.

The program also addresses ways to share health information with parents. At "Back to School Night" and "Open House" events, health information tables are set up to distribute information and answer questions. The Health team also makes nutrition related articles available to the school sites to include in their individual parent newsletters.

Classroom teachers and school staff are reached through the challenge to participate in "Walk Through California", nutrition and physical education promotion posters placed in the staff room, and 5 a Day incentive items with short notes focusing on one health issue.

Gold Coast Region

San Luis Obispo, Santa Barbara, and Ventura Counties



REGIONAL LEAD AGENCIES

California Nutrition Network

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5 a Day-Power Play! Campaign

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SANTA BARBARA COUNTY PUBLIC HEALTH DEPARTMENT*California Nutrition Network Regional Lead Agency*

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Local Share: \$455,887
State Share: \$227,944
Grant Amount: \$102,360
First Funded: FFY 2000

Legislators
 U.S. Sen. Dianne Feinstein
 U.S. Sen. Barbara Boxer
 U.S. Rep. Lois Capps
 CA Sen. Tom McClintock
 CA Assemblymember Hannah-Beth Jackson

Target Audience

- Ages: PreKindergarten; Kindergarten; Grades 1-12; Young Adults; Adults
- Ethnicities: Asian (4%); African American (2%); Latino (70%); Native American (2%); Caucasian (22%)
- Language: Spanish, English

Settings

Community Centers; Schools; Recreation Center, Schools, Community-based Organization, Government Program, Public Health Dept.

Partners

100 partners from: Schools; School Food Service; Local Health Departments; Parks and Recreation; California Project LEAN; University of California Cooperative Extensions; Local Departments of Social Services; Community-Based Organizations; Government Programs

Description

- This program works to improve the eating and physical activity habits of low-income Santa Barbara residents through the Partners for Fit Youth coalition, which works to address issues of childhood obesity through school interventions.
- The School Nutrition Advisory Council (SNAC) has been working on a pilot project to bring a healthy vending machine to a selected high school. SNAC also works to update policies and to improve the school food environment.
- The program is also working to improve the food vending environment at Public Health and Social Services Departments in SB County.
- The National School Lunch Program is promoted through a revised version of the "Letter to Households." This letter will attempt to meet the approval of the CA Dept. of Education as a legal replacement for the State letter in hopes of increasing participation in school meal program.
- Snack Party Nutrition classes are held in conjunction with the Migrant Education Program.
- Two agencies that received the SPARK training will be observed to ensure the SPARK principles and activities have been implemented appropriately and effectively.

UNIVERSITY OF CALIFORNIA COOPERATIVE EXTENSION, VENTURA COUNTY

5 a Day-Power Play! Campaign Regional Lead Agency

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Legislators

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Elton Gallegly

CA Sen. Tom McClintock

CA Assemblymember Hannah-
Beth Jackson

Target Audience

- Ages: Grades 4, 5
- Language: Spanish, English

Settings

Schools; Grocery Stores; Farmers' Markets; Restaurants; Community Youth Orgs; Media

Partners

268 partners from: Schools; School Food Service; Local Health Departments; California Project LEAN; Colleges/Universities; University of California Cooperative Extensions; Community Youth Organizations/Afterschool Programs

Description

University of California Cooperative Extension, Ventura County acts as the Gold Coast Region lead agency for the *California Children's 5 a Day—Power Play! Campaign*. During 2004, the region will reach 9- to 11-year-old children with the *5 a Day* and physical activity messages through activities conducted with schools, community youth organizations, farmers' markets, supermarkets, food services/restaurants and the media. The lead agency will recruit participation from a variety of community organizations and adult intermediaries with direct access to 9- to 11-year-old children and their parents; provide materials, training and technical assistance to participating organizations; work with partners to institute community- and organizational-level policy, systems, and environmental changes; conduct media and public relations outreach targeting children, parents, adult intermediaries, opinion leaders, and policymakers; enhance connections among participating organizations; and facilitate a regional *5 a Day—Power Play!* Steering Committee. In addition, the lead agency will coordinate with other CPNS-funded projects in the region, including participating in the regional *Network* collaborative. Through these activities, the lead agency will ensure that the Campaign achieves at least 28,000 impressions with the region's 13,892 low-income 9- to 11-year-old children. The Gold Coast Region includes Ventura, Santa Barbara and San Luis Obispo counties.

VENTURA COUNTY PUBLIC HEALTH DEPARTMENT

LIA - Local Health Department

Rigoberto Vargas, MPH 2323 Knoll Dr #318 Ventura, CA 93003 Phone: (805) 677-5328 Fax: (805) 677-5220 rigoberto.vargas@mail.co.ventura. ca.us	Local Share: \$226,764 State Share: \$113,382 Grant Amount: \$37,000 First Funded: FFY 1999	Legislators U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Lois Capps CA Sen. Tom McClintock CA Assemblymember Hannah- Beth Jackson
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Target Audience

- Ages: Grades 1-12; Young Adults; Adults; Seniors
- Ethnicities: Latino (85%); mixed (15%)
- Language: Spanish, English

Settings

Community Centers; Clinics; Schools; Grocery Stores; Farmers' Markets; Restaurants; Faith Organizations; Community Based Organizations

Partners

6 partners from: Schools; School Food Service; Local Health Departments; California Project LEAN; University of California Cooperative Extensions

Description

This program works to implement and evaluate a culturally specific community intervention that promotes healthy eating and regular physical activity among Ventura County's low-income underserved population. The activities target 400-500 primarily Latino households in Ventura, Santa Paula, and Oxnard. The project has several objectives which are: (1) to implement and evaluate a culturally specific social marketing campaign to promote healthy eating and regular physical activity among low-income residents of Ventura, Oxnard, and Santa Paula, (2) to develop a community education and outreach campaign to promote healthy eating and regular physical activity. This will be accomplished by identifying educational materials appropriate for the target audiences and then distributing them at community outreach events.

Additional outreach and education activities include: (1) interactive displays on nutrition and physical activity topics at 12-16 community events, (2) 25-30 nutrition education workshops on topics of interest to the target audience (i.e., nutrition education series of classes that include cooking demonstrations, market tours, "cutting fat, salt & sugar", label reading), and (3) collaborating with local agencies to encourage good nutrition and physical activity (i.e., community organizations, school districts, supermarkets, worksites, gyms, parks and recreation departments).

The project collaborates with *Latino 5 a Day Campaign*, *California Children's 5 a Day - Power Play! Campaign*, Ventura Unified School District, Fit WIC, and WIC to assure the development of consistent messages. Media strategies and/or products were developed based on formative research to support the campaign messages.

VENTURA UNIFIED SCHOOL DISTRICT*LIA - School/District***Sandy VanHouten, RD, MS**

Project Coordinator
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Local Share: \$507,699

State Share: \$253,729

First Funded: FFY 2002

Legislators

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Lois Capps

CA Sen. Tom McClintock

CA Assemblymember Hannah-
Beth Jackson

Target Audience

- Ages: PreKindergarten; Kindergarten; Grades 1-12; Young Adults; Adults
- Ethnicities: Asian (3%); African American (3%); Latino (35%); Caucasian (46%); Mixed (13%)
- Language: Spanish, English

Settings

Schools

Partners

3 partners from: Schools; School Food Service; Local Health Departments; Parks and Recreation; California Project LEAN; University of California Cooperative Extensions; Local Departments of Social Services

Description

Ventura Unified School District's Healthy Schools Project incorporates classroom nutrition and physical activity promotion, using school gardens and the cafeteria as the "laboratory" for practical application of the students' newfound nutrition knowledge. Students enjoy cooking in the classroom, Jr. Chef program, and taste testings of fresh fruits and vegetables in the classroom. They then serve these foods, which are now familiar and appealing in the school cafeteria and grown in their own gardens. They learn nutritive values and recipes that include fresh fruits and vegetables. Nutrition Advisory Councils will be added this year, increasing student participation in the meal planning and nutrition education process. Nutrition and physical activity messages are sent via newsletters, mailings, and Back to School presentations and are also available on the website to keep parents and other stakeholders aware of our efforts and mission.

Teachers are supported with trainings and resources to bring nutrition education into their classroom and to learn how to integrate nutrition and physical activity promotion into core curriculum. Teachers and other staff model healthy eating by participating in the salad bar meals.

Collaboration is a key part of this program. The Jr. Chef program occurs in collaboration with the City Parks and Recreation Department where a healthy snack is prepared by the students with an integrated nutrition lesson. YMCA is conducting evaluations of student fitness to help identify areas of need for focused physical activity promotion. Public Health Chronic Disease prevention program, Project LEAN and 5 a Day assist in bringing fresh fruit and vegetable nutrition education and physical activity promotion into the classroom. Collaboration continues with District Health Services and Education services divisions to provide a uniform message to faculty and staff, also creating a healthier workplace for all.

Gold Country Region

Alpine, Amador, Calaveras, El Dorado, Inyo, Mono, Placer, Sacramento, San Joaquin, Solano, Stanislaus, Sutter, Tuolumne, and Yolo Counties



REGIONAL LEAD AGENCIES

California Nutrition Network

Melissa Guajardo
Health Education Council
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5 a Day-Power Play! Campaign

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CALIFORNIA RURAL INDIAN HEALTH BOARD, INC. (CRIHB)*LIA - Indian Tribal Organization*

Stacey Kennedy, M.S., R.D.
 Deputy Director
 4400 Auburn Boulevard, 2nd Floor
 Sacramento, CA 95841

Phone: (916) 929-9761 x337
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Local Share: \$478,831

State Share: \$239,415

First Funded: FFY 1998

Legislators

U.S. Sen. Dianne Feinstein
 U.S. Sen. Barbara Boxer
 U.S. Rep. Doug Ose
 CA Sen. Thomas Oller
 CA Assemblymember Dave Cox

Target Audience

- Ages: PreKindergarten; Grades 9-12; Young Adults; Adults; Seniors
- Ethnicities: Native American (100%)
- Language: English

Settings

Community Centers; Clinics; Farmers' Markets

Partners

Schools; Local Health Departments

Description

CRIHB and two subcontracting sites are working to promote the consumption of 5 or more fruits & vegetables a day among rural American Indian families. CRIHB is providing 150 families with a snack pack education kit that contains healthy snacking and *5 a Day* promotion educational materials and distribute 300 culturally appropriate "Eagle Vision" educational booklet to for teens by September 2005 and provide a Trainers guide to at least 5 youth group program leaders in American Indian Communities. CRIHB is providing an education session on walking for health to 100 American Indians. One of the subcontractors in Sonoma County is serving American Indians in Sonoma County and improving their nutrition knowledge of the benefits of increasing fruit and vegetable consumption plus daily exercise to decrease the risk of chronic disease. By September 30, 2006, SCIHP will hold a series of nutrition and cooking classes for American Indian adults to promote the prevention of chronic disease by increasing consumption of fruits and vegetables. By August 2006, SCIHP will provide nutrition education for physical fitness and physical activity promotion for the 100 mile club (6 cycles of 5 months each.) In 2004 SCIHP is sponsoring a Traditional Foods Health Fair at the clinic to increase the knowledge and use of traditional foods for health.

COMMUNITY SERVICES PLANNING COUNCIL - SACRAMENTO HUNGER COMMISSION

Food Security Special Project

Peggy Roark

Project Coordinator
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Grant Amount: \$94,913

First Funded: FFY 2000

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Robert T. Matsui
CA Sen. Deborah V. Ortiz
CA Assemblymember Darrell S. Steinberg

Target Audience

- Ages: Grades 5-12; Young Adults; Adults; Seniors
- Ethnicities: Asian; African American; Latino; Native American; Pacific Islander; Caucasian; Farsi
- Language: Spanish, English, Farsi

Settings

Community Centers; CBO; Transitional housing

Partners

Parks and Recreation; University of California Cooperative Extensions; Local Departments of Social Services; Community-Based Organizations; WIC

Description

The overall goal of this fourth-year food security project is to empower community residents by increasing their level of awareness and knowledge of healthy eating and opportunities to enhance their access to nutritious food.

Through the use of trained and well supervised federally funded VISTA volunteers, the involvement of the area WIC office, and use of the new Stone Soup community garden, the project has targeted approximately 3,500 primarily Latino, African American, Russian and Southeast Asian low-income residents in neighborhoods in North Sacramento/Del Paso Heights to address this goal supported by a total of six action-oriented objectives. The project is publishing a quarterly community food newsletter and distributing it through at least ten CBOs and churches and fifteen local businesses and apartment complexes. One of the goals of the newsletter is to encourage at least 25% of the content to come from the community including letters to the editor, recipes, ideas, and stories about food-related issues and activities.

The project is also utilizing the popular "Hunger 101" exercise with low-income middle and high school aged youth groups as a tool for raising the awareness of programs such as WIC, Food Stamps, and Summer Food Programs, and the down-side of eating fast foods. The project's MoneySense workshops will also continue to be provided, including modules on how to stretch the food dollar.

The CSPC/Hunger Commission also facilitated the introduction of an edible landscape project at one of the Mercy Housing sites in Sacramento.

ELK GROVE UNIFIED SCHOOL DISTRICT, FOOD AND NUTRITION SERVICES*LIA - School/District***Anne Gaffney, RD**

Project Coordinator
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Local Share: **\$64,572**

State Share: **\$32,286**

First Funded: **FFY 2002**

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Robert T. Matsui
CA Sen. Deborah V. Ortiz
CA Assemblymember Alan
Nakanishi

*Secondary Contact:***Sharon Young**

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syoung@edcenter.egusd.k12.ca.us

Target Audience

- Ages: PreKindergarten; Kindergarten; Grades 1-6, 9-12; Young Adults; Adults
- Ethnicities: Asian (22%); African American (30%); Latino (25%); Native American (1%); Pacific Islander (4%); Caucasian (14%)
- Language: Spanish, Vietnamese, Hmong, Cantonese, Tagalog, Korean, Khmer, Armenian, Mandarin, English

Settings

Schools

Partners

10 partners from: Schools; School Food Service; Local Health Departments; California Project LEAN; Produce Vendor; Farmers' Market

Description

Elk Grove Unified School District has made nutrition education a priority for the past ten years through its participation in the Shaping Health As Partners in Education (SHAPE) program and its partnership in the *California Children's 5 a Day—Power Play! Campaign*. With the assistance of the match funds this year we are reaching 10,800 elementary and 4,000 high school students at 13 low-resource schools with nutrition education enrichment lessons and activities, which focus on promoting lifelong healthy eating habits and physical activity.

This agency is aimed at improving the health and academic success of students through monthly nutrition and physical activity lessons and marketing provided to students through the classroom, cafeteria and school-wide events. Jazzercise nutrition and physical activity assemblies and the Nutrition Connections are two school-wide events planned to reach students in a fun and entertaining format. Marketing of healthy foods at one high school, through a partnership with students, is being piloted to test the effects marketing has on participation in the National School Lunch Program.

FIRST 5 AMADOR*LIA - First 5 Children and Families Commission*

Nina Machado Executive Directive 125 Shoeber Ave Jackson, CA 95642 Phone: (209) 257-1092 Fax: (209) 223-5931 amadorprop10@softcom.net	Local Share: \$68,964 State Share: \$41,710 First Funded: FFY 2003	Legislators U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Doug Ose CA Sen. Thomas Oller CA Assemblymember Alan Nakanishi
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Target Audience

- Ages: PreKindergarten; Young Adults; Adults; Seniors
- Ethnicities: Latino (6.6%); Native American (3.3%); Caucasian (90.1%)
- Language: Spanish, English

Settings

Community Centers; Schools; Grocery Stores; Parks

Partners

19 partners from: Schools; Local Health Departments; Parks and Recreation; University of California Cooperative Extensions; Local Departments of Social Services; Connecting HANDs Collaborative (which has

Description

First 5 Amador promotes the importance of nutrition and physical activity by utilizing the Family Resource Centers, pre-schools, daycare providers, and social service programs.

Transportation is a tremendous barrier to services. As a result, the agency provided start-up funding for the Family Resource Centers in two unincorporated areas. At the same time, nutrition demo sites are set up at the Family Resource center and one mobile set-up to provide a comfortable non-threatening setting for our target audience.

Healthy meal menu cards, school readiness lunch bags with promotion messages and coupons for fruit and vegetable giveaways (by local growers) are provided at the Family Resource Centers, WIC, State Preschool, and daycare providers in high-need areas.

In partnerships with the local UC Extension, family and consumer sciences outreach workers; reinforcement items to support grocery store tours are funded to encourage consistent nutrition practices at home.

Other State Share projects include gardening curricula that teach concepts which link gardening with nutrition, literacy materials that include nutrition education for multiple lending libraries, and community needs assessment around food security.

GREATER ST. STEPHEN BAPTIST CHURCH HEALTH MINISTRY (EATING FOR LIFE)*Faith Community Outreach Special Project***Patricia Dawkins**

Project Coordinator

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First Funded: FFY 2002**Legislators**

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Robert T. Matsui

CA Sen. Deborah V. Ortiz

CA Assemblymember Darrell S. Steinberg

Target Audience

- Ages: All Ages
- Ethnicities: African American (100%)
- Language: English

Settings

Community Centers; Schools; Grocery Stores; Farmers' Markets; Faith Organizations

Partners

4 partners from: Local Health Departments; Parks and Recreation; California Project LEAN; Local Departments of Social Services; National Organizations

Description

Greater St. Stephen's Baptist Church's (GSSBC) Health Ministry "Eating for Life" targets African American adults and families to increase consumption of fruits and vegetables and daily physical activity. GSSBC completed a community assessment, implements the American Cancer Society's Body Soul program, works with local grocers to increase availability of quality fruits and vegetables in the community, implements physical activity promotion events, and conducts nutrition education classes for youth adults and seniors. "Eating For Life" organizes workshops, seminars and media presentation to disseminate information on eating *5 a Day* and being active for better health. The "Reaching Your Destiny" monthly newsletter will include articles, activity tips and recipes to aid members to create healthy meal plans. Collaborations are formed with:

- Sacramento City Unified Schools District, UCD Medical Center to establish a coaching program that will partner people that are trained to coach with community and church members to assist and encourage them to exercise and eat their daily requirements of fruits and vegetables to maintain healthy lifestyles,
- UCD Center for Advanced Studies in Nutrition, Dept of Epidemiology surveying local area grocery stores to find out the availability of affordable fruits and vegetables in low income areas, and
- Foodlink to establish a food link food ops site at Elk Grove Unified School district for a summer youth food lunch program.

The Eating for Life program also works to increase to the community through partnership and promotion of services by nutrition assistance programs such as churches, community based organizations, WIC, and health centers.

HEALTH EDUCATION COUNCIL

5 a Day-Power Play! Campaign Regional Lead Agency

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First Funded: FFY 1998

Legislators

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Mike Thompson

CA Sen. Michael J. Machado

CA Assemblymember Lois Wolk

Target Audience

- Ages: Grades 4, 5
- Language: Spanish, English

Settings

Schools; Grocery Stores; Farmers' Markets; Restaurants; Faith Organizations; Community Youth Organizations; Media

Partners

126 partners from: Schools; School Food Service; Local Health Departments; Parks and Recreation; California Project LEAN; Colleges/Universities; University of California Cooperative Extensions; Local Departments of Social Services; Community Youth Organizations/Afterschool Programs

Description

The Health Education Council acts as the Gold Country Region lead agency for the *California Children's 5 a Day—Power Play! Campaign*. During 2004, the region will reach 9- to 11-year-old children with the *5 a Day* and physical activity messages through activities conducted with schools, community youth organizations, farmers' markets, supermarkets, food services/restaurants and the media. The lead agency will recruit participation from a variety of community organizations and adult intermediaries with direct access to 9- to 11-year-old children and their parents; provide materials, training and technical assistance to participating organizations; work with partners to institute community- and organizational-level policy, systems, and environmental changes; conduct media and public relations outreach targeting children, parents, adult intermediaries, opinion leaders, and policymakers; enhance connections among participating organizations; and facilitate a regional *5 a Day—Power Play!* Steering Committee. In addition, the lead agency will coordinate with other CPNS-funded projects in the region, including participating in the regional *Network* collaborative. Through these activities, the lead agency will ensure that the Campaign achieves at least 82,000 impressions with the region's 41,185 low-income 9- to 11-year-old children. The Gold Country Region includes Sutter, Yolo, Sacramento, San Joaquin, Stanislaus, Mon, Inyo, Alpine, El Dorado, Placer, Amador, Calaveras, Tuolumne, and Solano.

MONO COUNTY OFFICE OF EDUCATION

LIA - County Office of Education

Ilene Mandelbaum PO Box 89 Lee Vining, CA 93541 Phone: (760) 647-6644 Fax: (760) 647-6695 monogreens@aol.com	Local Share: \$51,252 State Share: \$25,626 First Funded: FFY 2000	Legislators U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Howard McKeon CA Sen. Thomas Oller CA Assemblymember Dave Cogdill
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Target Audience

- Ages: Kindergarten; Grades 1-12
- Ethnicities: Latino (50%); Native American (10%); Caucasian (40%)
- Language: Spanish, English

Settings

Schools; School Garden

Partners

Schools; School Food Service; Local Health Departments; California Project LEAN; Colleges/Universities; University of California Cooperative Extensions; Local Departments of Social Services; Indian Community Org.; Hispanic Community Org.

Description

It is an important goal of the Mono County Office of Education to promote healthy eating choices and increase nutrition knowledge and awareness in low income families in Mono County. Our model project will expand a school garden and a garden-based nutrition education programs at Lee Vining Elementary, Middle and High Schools to reinforce the importance of eating 5 fruits and vegetables a day for the 150 students participating in the project. The Nutrition Education and Garden Project Coordinator (N.E.G.P.C.) and the Academic Recreation Coordinator (A.R.C.) will collaborate with school faculty, cafeteria staff, parents and community members to expand the school garden and provide nutrition lessons in the garden, composting site and school kitchen. Students will plant, raise and harvest garden produce to prepare nutritious food for the school lunch program and for special school events. The N.E.G.P.C. will outreach to the diverse cultural groups in the community, such as the Lee Vining Schools Bilingual Advisory Committee and the Kutzadika Indian Community Cultural Preservation Association to collaborate in culturally-appropriate nutrition education activities. The N.E.G.P.C. will work with the Mono County Nutrition Task Force to identify and address county-wide nutrition priorities and initiate nutrition programs modeled on the Lee Vining project.

SACRAMENTO CITY UNIFIED SCHOOL DISTRICT

LIA - School/District

Nancy Alexander, M.S., R.D.

Nutrition Services

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Local Share: \$553,567

State Share: \$276,784

First Funded: FFY 2000

Legislators

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Robert T. Matsui

CA Sen. Deborah V. Ortiz

CA Assemblymember Darrell S. Steinberg

Target Audience

- Ages: All Ages
- Ethnicities: Asian (21.6%); African American (22.1%); Latino (27.6%); Native American (1.5%); Pacific Islander (2.1%); Caucasian (22.6%); Filipino, other, multiple ethnicity (2.4%)
- Language: Spanish, Hmong, Cantonese, Russian, Mien

Settings

Schools

Partners

10 partners from: Schools; School Food Service; California Project LEAN; Colleges/Universities; University of California Cooperative Extensions

Description

- Develop Nutrition Advisory Committee to conduct evaluation/social marketing research and activities
- Provide nutrition education via cafeteria bulletin boards
- Provide nutrition education to district English as a Second Language classes
- Promote resource library/materials to the teachers & site administrators
- Provide monthly nutrition education in district newspaper "The Connection"
- Provide a variety of nutrition education activities at school sites—Nutrition Olympics, Alphabet Salad Bar, etc.

SACRAMENTO COUNTY DEPARTMENT OF HEALTH & HUMAN SERVICES - CLINIC SERVICES

LIA - Local Health Department

Kathy Abbott Project Director 7171 Bowling Drive, Suite 700 Sacramento, CA 95823 Phone: (916) 875-0888 Fax: (916) 875-0155 abbottk@saccounty.net	Local Share: \$932,873 State Share: \$466,437 First Funded: FFY 1999	Legislators U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Robert T. Matsui CA Sen. Deborah V. Ortiz CA Assemblymember Darrell S. Steinberg
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Target Audience

- Ages: All Ages
- Ethnicities: Asian (15%); African American (15%); Latino (15%); Native American (15%); Pacific Islander (15%); Caucasian (15%); Russian (10%)
- Language: Spanish, Vietnamese, Hmong, Cantonese, Mandarin, English, Slavic

Settings

Community Centers; Clinics; Schools; Grocery Stores; Farmers' Markets; Faith Organizations

Partners

15 partners from: Schools; School Food Service; Local Health Departments; Parks and Recreation; California Project LEAN; Local Departments of Social Services

Description

This agency participates in community activities and provide nutrition education and physical activity promotion resources to local programs and be a resource to other programs. The agency is also continuing our collaboration with the Gold Country 14 County Collaborative Environmental Scan Participatory Research Project, which addresses the availability and access to healthy foods within our respective County's census tract.

The agency provides in-house nutrition education workshops promoting the consumption of eating at least 5 servings of fruits and vegetables and promoting physical activity with our "hands on approach" 3-4 times per week and with an average attendance of 15 participants. These workshops are culturally appropriate and offered in various languages and will include information on preparing quick, nutritious, low fat, tasty and culturally attractive food, emphasizing fruits and vegetables. Our workshops address label reading, shopping, healthy weight, food safety, food security, and other topics.

Additionally, this project participates in community events and health fairs that target our low-income population by promoting the consumption of fruits and vegetables, using tools such as taste tests and nutrition education reinforcement items. We use this as an opportunity to promote and market our classes and workshop series.

Other activities include our farmers market and supermarket tour, which will be provided once a month and provide our target audience an opportunity to learn hands on how to use farmers' markets and shop for healthy, in-season foods at their local supermarket.

SACRAMENTO COUNTY DEPARTMENT OF HEALTH & HUMAN SERVICES - WIC

LIA - Local Health Department

Patricia To, MS, RD Health Program Coordinator 2701 Stockton Blvd. Sacramento, CA 95817 Phone: (916) 454-4615 Fax: (916) 454-4846 topa@sacounty.net	Local Share: \$362,047 State Share: \$181,024 First Funded: FFY 2000	Legislators U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Robert T. Matsui CA Sen. Deborah V. Ortiz CA Assemblymember Darrell S. Steinberg
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Target Audience

- Ages: PreKindergarten; Kindergarten; Grades 1-6, 9-12; Young Adults; Adults
- Ethnicities: Asian (18%); African American (22%); Latino (38%); Native American (1%); Caucasian (21%)
- Language: Spanish, Vietnamese, Hmong, Cantonese, Armenian, Mandarin, English, Bosnian, Lao, Russian, Romanian, Mien

Settings

Community Centers; Schools; Faith Organizations; Public Health Nursing; WIC clinics; Birth and Beyond,

Partners

9 partners from: Schools; School Food Service; Local Health Departments; Parks and Recreation; California Project LEAN; Colleges/Universities; University of California Cooperative Extensions; Healthcare; Community Center; Hunger Commision; HeadStart

Description

The *Nutrition Network*-funded activities at Sacramento County WIC this year continues to provide interactive classes to WIC participants—"Cooking Beans" with a cooking demo and "Reading Labels on Beverages"; curriculums with a "Finding the Teacher Within" concept; and bulletin board displays reflecting the *Network* message. Our collaborative efforts through facilitating the Families CAN (Committed to Activity and Nutrition) Coalition is continuing to provide the community of Del Paso Heights/North Sacramento with the tools to include five to nine servings of fruits and vegetables a day and increase physical activity to 60 minutes a day. This is accomplished by participating at local community health fairs, schools, gardens, child care facilities, faith based organizations and other opportunities as needed. By providing tool kits for Community Service Providers and incentive items to families, the goal is to impart to all of our participants a strong information base and tool to help them incorporate what they have learned into their lives. *Network* funding also provides for the services of a lactation consultant, who provides support and information on breastfeeding and nutrition to pregnant and postpartum mothers on the WIC program and to support staff in the County.

SAN JOAQUIN COUNTY, PUBLIC HEALTH SERVICES (SJPHS)

LIA - Local Health Department

Tina Orallo Health Education Assistant PO Box 2009 Stockton, CA 95201-2009 Phone: (209) 468-8044 Fax: (209) 468-8032 Torallo@phs.hs.co.san-joaquin.ca.us	Local Share: \$50,000 State Share: \$25,000 First Funded: FFY 1998	Legislators U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Dennis Cardoza CA Sen. Michael J. Machado CA Assemblymember Barbara Matthews
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Target Audience

- Ages: Grades 4-6; Young Adults; Adults
- Ethnicities: Asian (10%); African American (20%); Latino (35%); Pacific Islander (5%); Caucasian (30%)
- Language: Spanish, English

Settings

Community Centers; Schools; Partnership for Public's Health

Partners

Schools; Parks and Recreation; University of California Cooperative Extensions

Description

The *California Nutrition Network* project links with the Partnership for the Public's Health grantees in the fiscal year. The Partnership grant brings together the San Joaquin County Public Health Services and the Healthy Children's Collaborative in a partnership committed to building community and public health staff's capacity for improving the overall health of residents at the neighborhood level. The *Network* project coordinator is viewed as a key resource in the areas of nutrition and physical activity.

The *Network* project coordinator:

- sits on Health Improvement Committee to provide education materials, information, and referrals, and nutrition/physical activity training to the members.
- consults in the development of a series of interventions aimed at increasing/sustaining physical activity in the south Stockton neighborhoods.
- reaches a minimum of 200 south Stockton residents, who receive or are eligible for food stamps, at the Partnership health walks and community health forums.
- offers technical assistance to recommend healthy refreshments for the initial walks and monthly community meetings.
- researches current literature on community based physical activity projects.
- conducts telephone interviews with key community leaders to gather information on best practices of physical activity to share with Partnership members.
- supports and promotes the "Walk to School" activity at an elementary school in south Stockton.
- supports and promotes "Active for Life" activity through the American Cancer Society.

SAN JUAN UNIFIED SCHOOL DISTRICT - HEALTH EDUCATION COUNCIL*California Nutrition Network Regional Lead Agency*

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 Project Manager
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Local Share: \$67,930
State Share: \$33,965
Grant Amount: \$166,520
First Funded: FFY 2000

Legislators

U.S. Sen. Dianne Feinstein
 U.S. Sen. Barbara Boxer
 U.S. Rep. Mike Thompson
 CA Sen. Michael J. Machado
 CA Assemblymember Lois Wolk

Target Audience

- Ages: Grades 4, 5, 9-12
- Ethnicities: Asian (25%); African American (30%); Latino (20%); Caucasian (20%)
- Language: English

Settings

Community Centers; Schools

Partners

Schools; Local Health Departments; Parks and Recreation; California Project LEAN

Description

The Health Education Council (HEC) is working in partnership with the Encina High School Health Academy to deliver nutrition education lessons to Sophomores. Topics covered include basic nutrition, benefits of physical activity, food security and hunger and advocacy. Lessons occur once a week for one semester. Students complete a pre and post test and participate in activities to share their new knowledge with 4th and 5th grade students through volunteering at the Nutrition Olympics hosted on the Encina High School campus.

HEC conducts post-tests with Encina High School Health Academy students who have been exposed to nutrition education classes. Post-test tests for retention of information and behavior and attitude change over 3 years.

HEC is also working in partnership with Sierra Nuevo High School for teen parents to develop nutrition education classes for teen parents. One to two lessons are being implemented and will include materials developed for the Council's Energize Nature's Way campaign.

HEC is also working in partnership with Sacramento County WIC to develop a series kids cooking classes which are being implemented at local community centers. Children are learning kitchen safety, knife skills, basic cooking skills such as baking, sautéing, browning, blending, kneading, etc. During the course of the classes, children taste new fruits and vegetables. Children prepare a healthy meal for their parents during the final week of the class.

SOLANO COUNTY HEALTH AND SOCIAL SERVICES DEPARTMENT

LIA - Local Health Department

Denise Kirnig, M.S., R.D.
 Nutrition Services Manager
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Local Share: \$399,400
State Share: \$199,700
First Funded: FFY 1998

Legislators
 U.S. Sen. Dianne Feinstein
 U.S. Sen. Barbara Boxer
 U.S. Rep. Ellen O. Tauscher
 CA Sen. Michael J. Machado
 CA Assemblymember Lois Wolk

Target Audience

- Ages: PreKindergarten; Young Adults; Adults
- Ethnicities: Asian (10%); African American (30%); Latino (30%); Caucasian (30%)
- Language: Spanish, Vietnamese, Tagalog, English

Settings

Community Centers; Clinics

Partners

10 partners from: Local Health Departments; California Project LEAN; University of California Cooperative Extensions; Local Departments of Social Services; Hunger Coalition, Children and Wt. Coalition, Food Bank; Head Start; Solano Family and Children Services; Melvin Thompson Center; WIC

Description

Solano County's Get Fit and Get Five A Day project includes five components. One component address food insecurity and some of the activities include distributing Food Stamp flyers to programs that serve low-income clients, a food resource guide will be developed and distributed throughout the county, and active participation on the Hunger Coalition to address food insecurity. Another component is offering a series of learner centered classes on fruits and vegetable consumption and physical activity classes to WIC, Food Stamp and SolanoWORKs clients. A Health Habit survey is given prior to the classes, post and at 3 months to find out if any changes in knowledge, skills or behaviors were made as a result of attending these classes. Newsletter, bulletin boards and other media materials are being developed to distribute to low-income clients and to professional staff that serve low-income clients. The Children and Weight Coalition of Solano County is supported and projects are planned to be completed as designed by this community-based coalition. Finally, a SPARK workshop is being provided for WIC and Head Start staff to help these programs offer interactive physical activity and nutrition in their programs.

STANISLAUS COUNTY HEALTH SERVICES AGENCY*LIA - Local Health Department***Heather Gruenig Duvall**

Health Education Training

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Local Share: \$423,768**State Share: \$211,884****First Funded: FFY 1999****Legislators**

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Dennis Cardoza

CA Sen. Jeffery Denham

CA Assemblymember Dave Cogdill

Target Audience

- Ages: Young Adults; Adults; Seniors
- Ethnicities: African American (10%); Latino (75%); Caucasian (15%)
- Language: Spanish, English

Settings

Community Centers; Schools; Grocery Stores

Partners

5 partners from: Schools; University of California Cooperative Extensions; National Organizations; WIC

Description

For Contract Year 8 (October 01, 2003-September 30, 2004) HSA's Scope of Work will not only include activities from the previous Scope of Work but new activities as well. It will entail the continuing project of providing nutrition education and physical activity promotion classes to adult, food stamp eligible, residents of Stanislaus County.

The program will conduct focus groups for formative research. From this formative research it is hoped that the needs, wants, and gaps in services and programs that offer nutrition education, physical activity promotion, and food stamp information can be determined. After the formative research is gathered and needs are determined planning for a community forum will begin. The community forum will address the information needs and training needs of the target group (as determined from focus group results).

The program will also continue to develop and implement a social marketing campaign. Social marketing campaign message was developed during the previous contract year (year 7). The program will work on collaborating with the Hispanic media market to distribute the message via PSA's, radio spots, ad placement, billboards, bus placards, grocery store promotions, etc. as deemed appropriate. In conjunction with the social marketing campaign a series of classes will be designed and implemented with the social marketing campaign's target group.

The program will continue to facilitate the Nutrition & Fitness Council meetings, which are held quarterly and serve as a training/information opportunity for participants.

The program will work on creating a website in conjunction with HSA's main web page.

UNIVERSITY OF CALIFORNIA COOPERATIVE EXTENSION, PLACER COUNTY

Food Security Special Project

Sharon Junge

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Grant Amount: \$40,000

First Funded: FFY 2000

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. John T. Doolittle
CA Sen. Thomas Oller
CA Assemblymember Tim Leslie

Target Audience

- Ages: All Ages
- Ethnicities: Asian (3.9%); African American (1.1%); Latino (9.79%); Native American (1.9%); Caucasian (83.4%)
- Language: Spanish, English

Settings

Schools; Farmers' Markets; Community Groups

Partners

25 partners from: Schools; School Food Service; Local Health Departments; Colleges/Universities; University of California Cooperative Extensions; Local Departments of Social Services; Community-Based Organizations; Faith Community

Description

This fourth-year food security project has five major goals including:

- Maintaining the Placer County Food Policy Council
- Promoting and gaining community support for food security issues in Placer County
- Increasing community awareness of Placer County food security resources and programs
- Increasing low-income school children's knowledge and awareness of the importance of healthy nutrition
- Improving food access through greater self-sufficiency

Key objectives and activities include maintaining the participation of at least fifteen individuals and ten agencies on the Food Policy Council; developing and implementing strategies to publicize the Placer County Food Security Plan; promoting and publicizing existing food access and nutritional resources and programs that serve low-income consumers through a community resources directory; development of an interactive food security display for presentation at free public events.

In addition, the project is engaged in increasing the nutrition knowledge of at least 50% of the students at a targeted low-resource school in the county; and, the training of at least forty low-income preschool parents on how to grow fruits and vegetables and how to prepare meals through a series of workshops and presentations using available community garden space and the resources of the Master Gardeners Program.

UNIVERSITY OF CALIFORNIA, DAVIS - DEPARTMENT OF EPIDEMIOLOGY AND PREVENTIVE MEDICINE

LIA - College/University

Diana Cassady, Dr.PH 1 Shields Avenue, TB 168 Davis, CA 95616 Phone: (530) 754-5550 Fax: (530) 752-3932 dlcassady@ucdavis.edu	Local Share: \$196,133 State Share: \$97,906 First Funded: FFY 2000	<u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Doug Ose CA Sen. Michael J. Machado CA Assemblymember Lois Wolk
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Target Audience

- Ages: Young Adults; Adults; Seniors
- Ethnicities: Asian; African American; Latino; Native American; Pacific Islander; Caucasian
- Language: Spanish, English, Russian

Settings

Grocery Stores

Partners

5 partners from: California Project LEAN; Colleges/Universities; Local Departments of Social Services; California 5 a day retail; Supermarkets

Description

The objective of this project is to increase awareness of fruit and vegetable consumption among low-income consumers and to create awareness to increase enrollment in food stamp program among working families eligible for food stamps. The food stamp and nutrition education outreach are carried out in retail stores in Sacramento and Yolo counties serving the low income population.

The activities include recruiting retail stores in low income neighborhoods in Sacramento and Yolo counties and scheduling and publicizing the presence of a food stamp outreach worker in the store. Our agency is also identifying a Sacramento County Department of Social Services (DSS) office willing to participate in an outreach campaign to promote enrollment in the food stamp program. Advertisements are being developed and placed in Laundromats & other areas immediately surrounding the stores showing the schedule of food stamp outreach workers. Nutrition education and food stamp outreach materials are being developed that were having the same look and feel as *5 a Day* retail campaign to reposition food stamps as nutrition program. The project also tracks the fruit and vegetable consumption and food stamp applications by conducting two 15 minute telephone surveys. Data collected from the telephone surveys and DSS are coded and analyzed using SAS.

This project also supports community efforts in nutrition education and physical activity promotion by collaborating with California project LEAN and *California 5 a Day*. The results of this study will be disseminated to key target audience/stakeholders such as USDA, CNN, California Grocers Association and the Food Marketing Institute.

YOLO COUNTY HEALTH DEPARTMENT

LIA - Local Health Department

Lisa Webster Project Coordinator 825 East Street, Suite 123 Woodland, CA 95776 Phone: (530) 666-8447 Fax: (530) 666-6273 lisa.webster@yolocounty.org	Local Share: \$232,903 State Share: \$116,449 First Funded: FFY 2001	Legislators U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Mike Thompson CA Sen. Michael J. Machado CA Assemblymember Lois Wolk
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Target Audience

- Ages: PreKindergarten; Kindergarten; Grades 1-4, 9-12; Young Adults; Adults; Seniors
- Ethnicities: Asian (%); African American (2.1%); Latino (19.9%); Native American (0.9%); Pacific Islander; Caucasian (68.6%); not defined (0.2%)
- Language: Spanish, English, Russian

Settings

Community Centers; Clinics; Schools; Farmers' Markets; Faith Organizations

Partners

3 partners from: Schools; Local Health Departments; California Project LEAN; Colleges/Universities

Description

The activities of the Yolo County Health Department *Nutrition Network* Grant Project encompass two main areas in the contract year 03-04. These activities include the following:

1. The Yolo County Nutrition Advisory Council (YFIT) meets on the first Tuesday of each month and will implement 1-3 workshops or events to positively impact the daily lifestyle of low income Yolo County residents regarding nutrition education/physical activity promotion/access to federal nutrition assistance programs. The first event was held on October 31 at the County Fair Mall in Woodland, CA. This is the annual trick or treat event sponsored by the merchants in the mall. The YFIT Task Force provided nutrition education information about healthy trick or treat options to parents and collaborated with the local junior high school dance group to promote physical activity via a dance demonstration by the youth in the group. Approximately 1000 children and parents were contacted at this event. The mall has asked that we attend again next year.
2. The *Nutrition Network* staff is establishing youth advisory coalitions at program eligible middle and high schools in Yolo County. The purpose of these coalitions are to promote *5 a Day* program concepts, to promote physical activity awareness, and to work with the school districts to improve the foods offered at breakfast and lunch times in school cafeterias/student stores/vending machines. The youth serve as ambassadors to their peers and to the school community to socially market these concepts and to effect the change in the foods offered.

YOLO COUNTY HEALTH DEPARTMENT*CHDP Nutrition Project***Jan Babb**

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Grant Amount: \$100,000

Legislators

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Mike Thompson

CA Sen. Michael J. Machado

CA Assemblymember Lois Wolk

Target Audience

- Ages: PreKindergarten; Kindergarten; Grades 1-12; Young Adults; Adults
- Ethnicities: Latino (60%); Caucasian (40%)
- Language: Spanish, English

Settings

Community Centers; Clinics

Partners

10 partners from: Schools; Parks and Recreation; Colleges/Universities; Community-Based Organizations; Healthcare; CHDP Providers; Food Bank; FRC's

Description

This project directs its activities in two areas: short term direct interventions with the public, and activities that will have a long- term impact for the community. Short term activities include a series of 6-8 week classes that promote lifestyle changes that include increasing physical activity, and good nutrition. These classes are directed toward low income individuals and their families, including food stamp recipients, and CHDP clients. Referral to this activity could come from the CHDP provider, CHDP local program, school nurse, eligibility worker or others.

Long term goals include building the Y-Fit Task Force, a voluntary collaborative of representatives from school districts, health care, and community based organizations such as the Food Bank, and Family Resource Centers.

In addition, CHDP staff will train medical providers to promote good nutrition and physical activity with children and their families before they become at risk of developing chronic diseases. The nutrition project staff will develop brief interventions that can encourage families in healthy lifestyle choices.

Great South Region

Riverside and San Bernardino Counties



REGIONAL LEAD AGENCIES

California Nutrition Network

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5 a Day-Power Play! Campaign

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Latino 5 a Day Campaign

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FAITH TEMPLE CHURCH*Faith Community Outreach Special Project***Keith Tolbert**

Project Coordinator

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First Funded: FFY 2002**Legislators**

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Jerry Lewis

CA Sen. James L. Brulte

CA Assemblymember Bob Dutton

Target Audience

- Ages: Young Adults; Adults
- Ethnicities: African American
- Language: English

Settings

Faith Organizations

Partners

Local Health Departments

Description

Faith Temple Church provides a comprehensive educational, nutrition and physical activity program to low-income African American adults and school-aged children. The Health Care Professionals group (HCP) promotes healthy lifestyles, conducts nutritional seminars, coordinates health fairs and distributes health and nutrition information to members. During the summer months, Faith Temple Church sponsors "Action Night" where the community is invited to come and participate in basketball, volleyball and other physical activities. HCP aims to assist congregations to modify the foods served and encourage their 400-500 members to be more health conscience in food selections. Through the *Network* funded Nutrition Project Faith Temple Church has completed a community assessment, implemented the American Cancer Society's Body & Soul program, and is working with local grocers to increase availability of quality fruits and vegetables in the community. The church has been serving the San Bernardino Community for over 30 years with programs such as food assistance, clothing closets, family/individual counseling, crisis counseling, drug abuse counseling, and medication counseling for seniors.

CITY OF LOMA LINDA CIVIC CENTER*Healthy Cities and Communities Special Project***Joanne Heilman**

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Grant Amount: \$25,000

Legislators

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Jerry Lewis

CA Sen. James L. Brulte

CA Assemblymember Bob Dutton

Target Audience

- Ages: Adults; Seniors
- Ethnicities: Asian (10%); African American (10%); Latino (10%); Caucasian (60%); Diverse immigrant groups (10%)
- Language: Spanish, English

Settings

Community Centers; Schools; Neighborhood-based community garden

Partners

12 partners from: Colleges/Universities; University of California Cooperative Extensions; Community-Based Organizations; Local Businesses

Description

The City of Loma Linda's program focuses on enhancing the health of low-income residents. To accomplish this goal, the city is working to accomplish the following objective:

1. A minimum of 20 residents will have enhanced knowledge of healthier nutrition and gardening skills; at least 50% will: identify 3 new techniques to prepare healthier meals and have increased their consumption of fruits and vegetables by .5 serving each.

The following activities are being conducted to support the accomplishment of the program objective:

- Obtain educational materials for workshops on nutrition education and gardening for a minimum of 20 participating residents. Identify workshop facilitators to conduct interactive presentations on the benefits of fruits and vegetables in the diet and techniques on how to grow your own vegetables.
- Publicize the program through various media, community outreach outlets and partner organizations. Hold orientation activities and conduct the nutrition education/gardening program. Conduct bi-weekly garden walk-throughs.
- Administer quarterly survey to assess knowledge and skill level on nutrition/gardening and fruit/vegetable consumption. Summarize and compare survey findings, and plan for continuation of the program.

LOVELAND CHURCH*Faith Community Outreach Special Project***Pastor Gordon Laine**

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Grant Amount: \$75,000

First Funded: FFY 1999

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Joe Baca
CA Sen. Nell Soto
CA Assemblymember John Longville

Target Audience

- Ages: Grades 6-12; Young Adults; Adults; Seniors
- Ethnicities: African American (60%); Latino (30%); Caucasian (10%)
- Language: Spanish, English

Settings

Community Centers; Schools; Grocery Stores; Faith Organizations

Partners

5 partners from: Local Health Departments; Churches

Description

The goal of this project is to reduce the rate of chronic disease among African Americans through the ministry of local churches by promoting healthy lifestyle changes through education on increased fruit and vegetable consumption and promotion of regular physical activity.

Loveland's Nutrition Program conducts activities working with congregation members at Loveland Church and its satellite centers in San Bernardino, Fontana, and Rialto. Nutrition education efforts focus on skill building, needs assessment, media advocacy and facilitating connections with community resources. The program offers "Health Awareness Month" activities that include displays, nutrition classes incorporated into Sunday school classes, men and women's conferences, youth camps, and church events. The program provides displays, a physical activity resource list and referral system, a series of nutritional classes, and identifies ways to promote utilization of food assistance programs to educate the congregation and community. The program spreads the word about nutrition and program events to members through the "Tips for the Temple" Calendar and monthly articles in church bulletins. Loveland's Nutrition Program staff is represented on the San Bernardino Food Policy Council and the CPNS Physical Activity Nutrition Integration Committee (PANIC).

CITY OF MONTCLAIR*LIA - City-Government*

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Local Share: \$169,063

State Share: \$84,532

First Funded: FFY 1999

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. David Dreier
CA Sen. Nell Soto
CA Assemblymember Gloria
Negrete McLeod

Target Audience

- Ages: Grades 7, 8; Adults
- Ethnicities: Asian (8%); African American (5%); Latino (63%); Native American (0.1%); Pacific Islander (0.9%); Caucasian (23%)
- Language: Spanish, English

Settings

Community Centers; Clinics; Schools; Grocery Stores; Farmers' Markets; Faith Organizations

Partners

50 partners from: Schools; California Project LEAN; Colleges/Universities; University of California Cooperative Extensions; Montclair Community Collaborative

Description

One of the program's project objectives includes making sure the target audience has access to culturally and linguistically appropriate information about healthy eating and physically active lifestyle choices. To reach this objective the program plans to mail our only community newsletter that is bilingual that focuses on information about healthy eating and physically active lifestyles. This newsletter includes information about upcoming classes and always includes a couple "healthy" recipes. In addition, the program currently has a Montclair Nutrition Network Lending Library for adults but plan to expand this library with books and videos for children and youth. This will be promoted through classes and other programs.

The second objective is to expand our target audience's behavior-specific knowledge and attitudes about healthy eating and lifestyle choices by 20%. Plans to achieve this objective include conducting a variety of activities like training Community Health Workers (CHW) that then teach a 16-week Nutrition/PA curriculum, hosting a "Healthy Eating Family Festival", providing chef demonstrations at our middle school after-school program, and taking participants on field

RIVERSIDE COUNTY COMMUNITY HEALTH

Physical Activity and Nutrition Resource Center

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Grant Amount: \$89,981

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Ken Calvert
CA Sen. James L. Brulte
CA Assemblymember John J. Benoit

Target Audience

- Ages: All Ages
- Ethnicities: Asian; African American; Latino; Native American; Pacific Islander; Caucasian; Other
- Language: Spanish, Vietnamese, Hmong, Cantonese, Tagalog, Korean, Khmer, Armenian, Mandarin, English

Settings

Community Centers; Clinics; Schools; Farmers' Markets; Faith Organizations; Other community based organizations

Partners

8 partners from: Schools; Local Health Departments; Parks and Recreation; California Project LEAN; Local Departments of Social Services; Community-Based Organizations

Description

The goal of Phase II of this project is to promote and increase physical activity and positive eating behaviors among low-income women and their children in Riverside County. This includes developing a regional (Riverside County) Resource Center that provides leadership and support to local nutrition programs in physical activity program development, training, nutrition and physical activity information and referral.

RIVERSIDE COUNTY HEALTH SERVICES AGENCY - PROP 10

LIA - First 5 Children and Families Commission

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Local Share: \$2,917,446

State Share: \$1,458,723

First Funded: FFY 2000

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Ken Calvert
CA Sen. James L. Brulte
CA Assemblymember Ray Haynes

Target Audience

- Ages: PreKindergarten; Kindergarten; Grades 4-12; Young Adults; Adults; Seniors
- Ethnicities: Asian (3%); African American (5%); Latino (65%); Native American (2%); Pacific Islander (2%); Caucasian (25%)
- Language: Spanish, English

Settings

Community Centers; Clinics; Schools; Grocery Stores; Farmers' Markets; Restaurants; Faith Organizations; Social Services

Partners

12 partners from: Schools; Local Health Departments; Parks and Recreation; University of California Cooperative Extensions; Local Departments of Social Services; Community Agencies

Description

Riverside County's first goal is to focus on increasing the likelihood that low income consumers will increase fruit and vegetable consumption to 5 servings per day and increase physical activity to 30-60 minutes a day for adults and children. The program will impact the public directly through classes, trainings, and health fairs. They will also collaborate with a variety of partners who will promote nutrition and physical activity messages. Efforts will be based on a community needs assessment and situational analysis to determine the community-based social marketing plan for Riverside County. Messages will be promoted to the target audience using a well-planned media campaign specific for our county.

Partners will be trained to promote messages to their population. Information learned will be reinforced through meetings, media, and additional trainings as needed. The program will incorporate promotion of the Food Stamp Program in our trainings and direct participants to the program for additional information on qualification. Through trainings, they will also promote resource and referral information for low income consumers and the general public.

Riverside county plans to target all age categories in our county to encourage and reinforce their development of healthy lifestyles. Currently trainings are provided to day care workers and administrators through pre-school programs and the Head Start Program. Nutrition education and physical activity is promoted in *5 a Day–PowerPlay!* schools.

The County of Riverside promotes nutrition and physical activity messages through an employee wellness campaign. A difference is made county-wide in the families of staff and the public they serve.

CITY OF RIVERSIDE*Healthy Cities and Communities Special Project***Robin Metz**

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Grant Amount: \$15,000

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Ken Calvert
CA Sen. James L. Brulte
CA Assemblymember John J.
Benoit

Target Audience

- Ages: Grades 6-8; Adults
- Ethnicities: African American (10%); Latino (53%); Native American; Caucasian (32%); Unspecified by City (5%)
- Language: Spanish, English

Settings

Community Centers; Schools

Partners

Schools; Local Health Departments; Parks and Recreation; University of California Cooperative Extensions; Community-Based Organizations; Local Business

Description

The City of Riverside is conducting a nutrition and physical activity program to accomplish the following objectives:

1. 30% of 200 middle school youth will be physically active at least 1 hour per day, on most days of the week, for at least 4 months.
2. 40% of 200 middle school youth will report eating fruits and vegetables at least 4-6 times per week.
3. 20-30 parents of middle school youth will have increased their skills to prepare healthier meals by 35%.
4. policy recommendation adopted by the City or school district to improve nutrition and physical activity for residents/students.

Supporting these objectives are the following key activities:

- Enroll 200 youth in a nutrition/physical activity after-school program. Youth will learn how to read nutritional labels and the benefits of physical activity.
- Conduct a monthly healthy cooking program for at least 15 parents from each of the 2 school sites. Parents and youth will prepare a cookbook.
- Meet with each school district to explore the incorporation of nutritional foods in school menus, vending machines, events. Develop a recommendation of city-wide policy to provide healthy options at all city-sponsored events/meeting.
- Distribute pre and post surveys that measure consumption of healthier foods among youth and physical activity, and cooking class participants' skills to prepare healthier meals.
- Compile and summarize results of the program for report, distribute to partners, and use results to pursue sustainability options.

SAN BERNARDINO COUNTY DEPARTMENT OF PUBLIC HEALTH*California Nutrition Network Regional Lead Agency*

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Local Share: \$943,870
State Share: \$471,935
Grant Amount: \$42,000

Legislators
 U.S. Sen. Dianne Feinstein
 U.S. Sen. Barbara Boxer
 U.S. Rep. Joe Baca
 CA Sen. Nell Soto
 CA Assemblymember John Longville

Target Audience

- Ages: All Ages
- Ethnicities: African American (90%); Latino (5%); Caucasian (5%)
- Language: Spanish, English

Settings

Community Centers; Schools; Faith Organizations

Partners

6 partners from: Schools; Parks and Recreation; Colleges/Universities; Community-Based Organizations; Faith Based Organizations

Description

- Plan and organize San Bernardino and Riverside Counties Health Collaborative meetings
- Distribute Food and Physical Activity policies and Worksite Wellness Fact Sheet
- Members of the CBSM core group and advocates have convened to plan activities and discuss progress of activities. (CBSM coalition)
- Organize the activities for the Spring into Health
- Organize and supporting 5 A Day Week, National Nutrition Month, and PH Week activities.
- Disseminate Easy Low Cost Menu (ELM)
- Mail nutrition education materials on healthy eating to interested "Hotline for Food" callers.
- Disseminate the Food Assistance Resource Guide
- Distribute "Hotline for Food" cards/food stamp posters (information on federal food assistance programs)
- Legacy Project Recipes (African American outreach) partner with Black Infant Health, Head Start, and FAME to promote fruit/vegetable recipes
- Prepare for Quackery task force and provide nutrition quackery presentations to target high schools and community groups.
- Hold quarterly meetings of Nutrition Quackery Prevention Taskforce
- Media - develop a relationship with Channel 3 to do monthly 15-minute segment on promoting healthy eat and physical activity.
- Organize Walk to School Day with Monterrey Elementary and Community Partners.

SAN BERNARDINO COUNTY DEPARTMENT OF PUBLIC HEALTH

5 a Day—Power Play! Campaign Regional Lead Agency

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First Funded: FFY 2000

Legislators

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Joe Baca

CA Sen. Nell Soto

CA Assemblymember John
Longville

Target Audience

- Ages: Grades 4, 5
- Language: Spanish, English

Settings

Schools; Grocery Stores; Farmers' Markets; Restaurants; Faith Organizations; Community Youth Organizations; Media

Partners

30 partners from: Schools; School Food Service; Local Health Departments; Parks and Recreation; California Project LEAN; Colleges/Universities; University of California Cooperative Extensions; Community Youth Organizations/Afterschool Programs; Faith based Orgs; Non-Profits

Description

The County of San Bernardino, Human Services System, Department of Public Health, Nutrition Program acts as the Inland Empire Region lead agency for the *California Children's 5 a Day—Power Play! Campaign*. During 2004, the region will reach 9- to 11-year-old children with the 5 a Day and physical activity messages through activities conducted with schools, community youth organizations, farmers' markets, supermarkets, food services/restaurants and the media. The lead agency will recruit participation from a variety of community organizations and adult intermediaries with direct access to 9- to 11-year-old children and their parents; provide materials, training and technical assistance to participating organizations; work with partners to institute community- and organizational-level policy, systems, and environmental changes; conduct media and public relations outreach targeting children, parents, adult intermediaries, opinion leaders, and policymakers; enhance connections among participating organizations; and facilitate a regional 5 a Day—Power Play! Steering Committee. In addition, the lead agency will coordinate with other CPNS-funded projects in the region, including participating in the regional *Network* collaborative. Through these activities, the lead agency will ensure that the Campaign achieves at least 113,000 impressions with the region's 56,526 low-income 9- to 11-year-old children. The Inland Empire Region includes San Bernardino and Riverside Counties.

SAN BERNARDINO COUNTY DEPARTMENT OF PUBLIC HEALTH*Latino 5 a Day Campaign Regional Lead Agency***Leticia Salazar**

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Grant Amount: \$115,000**Legislators**

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Joe Baca

CA Sen. Nell Soto

CA Assemblymember John Longville

Target Audience

- Ages: Young Adults; Adults
- Ethnicities: Latino
- Language: Spanish, English

Settings

Clinics; Grocery Stores; Farmers' Markets; Festival; Community Based Orgs; Direct Health Service Providers

Partners

30 partners from: Schools; School Food Service; Local Health Departments; Parks and Recreation; California Project LEAN; Colleges/Universities; University of California Cooperative Extensions; Community-Based Organizations

Description

San Bernardino County Department of Public Health serves as the Regional Lead Agency for the *Latino 5 a Day Campaign* in the Inland Empire. Throughout 2004, the region will work with the target community and public/private partners to reach Spanish-language dominant and English-speaking Latino adults, aged 18-54 years, with *5 a Day* and physical activity information and opportunities for action. The region is funded currently to coordinate a community coalition and oversee implementation of the Campaign's components, which include interventions conducted at large Latino festivals, farmers'/flea markets, supermarkets and neighborhood grocery stores, direct health service provider organizations, and community clinics. These regional activities, which reach nearly 256,984 Latinos annually, are reinforced with bilingual television, radio, and outdoor advertisements and public relations activities.

SAN BERNARDINO COUNTY DEPARTMENT OF PUBLIC HEALTH*CHDP Nutrition Project*

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Grant Amount: \$100,000

Legislators

U.S. Sen. Dianne Feinstein
 U.S. Sen. Barbara Boxer
 U.S. Rep. Joe Baca
 CA Sen. Nell Soto
 CA Assemblymember John Longville

Target Audience

- Ages: All Ages
- Ethnicities: African American (90%); Latino (5%); Caucasian (5%)
- Language: English

Settings

Community Centers; Schools; Faith Organizations

Partners

6 partners from: Schools; Parks and Recreation; Colleges/Universities; Community-Based Organizations; Faith based orgs

Description

Synthesizing Health in a Whole New Way - FAME

The FAME (Families of African American Ancestry Manifesting Our Excellence) project is an innovative, comprehensive and culturally relevant program that couples nutrition education with the history and traditions of African/African-American cultures and African dance, to promote healthy weight and to deliver *5 a Day* and physical activity messages to low-income African-American children, youth, their families, and community members in San Bernardino. The combination of nutrition education and dance has shown positive results in obesity interventions targeting African-American youth in the literature. The Harvest Dance promotes *5 a Day* through a visual, kinesthetic, and auditory pedagogy. FAME targets the nutrition related needs of children, youth, and families in our community through interagency collaborations and partnerships with schools and universities, Parks and Recreation programs, public housing complexes, health providers, WIC, community-based organizations, churches and local African-American newspapers and media outlets. Partners synergize to disseminate nutrition and physical activity promotion messages, promote increased participation in USDA nutrition assistance programs, implement the FAME Harvest Dance nutrition/African dance curriculum and provide workshops/trainings to the community and intermediaries working in target populations. A 10-member advisory group directs the FAME project. Youth, site staff, teachers and parents will be educated about the value of policy/environmental change and will develop and implement a policy/environmental action plan within their respective organizations/communities. A Childhood Obesity Prevention Task Force will be developed with CHDP, local hospitals, universities, and community agencies to further create policy/environmental changes within the community related to healthy foods and physical activity for the benefit of all residents.

SAN BERNARDINO PARKS AND RECREATIONS AND COMMUNITY SERVICES

LIA - Parks and Recreation

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Local Share: \$100,924
State Share: \$50,462
First Funded: FFY 1999

Legislators
 U.S. Sen. Dianne Feinstein
 U.S. Sen. Barbara Boxer
 U.S. Rep. Joe Baca
 CA Sen. Nell Soto
 CA Assemblymember John Longville

Target Audience

- Ages: Kindergarten; Grades 1-12; Young Adults; Adults; Seniors
- Ethnicities: Asian (2%); African American (35%); Latino (35%); Native American (2%); Pacific Islander (1%); Caucasian (25%)
- Language: Spanish, English

Settings

Community Centers; Farmers' Markets; Seasonal/Cultural events

Partners

14 partners from: Schools; School Food Service; Local Health Departments; Parks and Recreation; University of California Cooperative Extensions; Local Departments of Social Services; Faith Based Organizations

Description

The goal of the City of San Bernardino Parks, Recreation and Community Services Department is to promote and conduct healthy nutrition and physical fitness activities for low-income residents. The City accomplishes this goal through the following activities:

- Producing an average of 16 to 20 "What's Cooking?" talk shows demonstrating the ease of preparing nutritious and inexpensive meals that are aired weekly to 115,000 households.
- Offering free nutrition workshops and physical activity demonstration programs conducted by trained staff at our various community centers, faith based organizations and other sites located in low-income neighborhoods.
- Providing free information at cultural and seasonal events promoting the benefits of healthy eating and physical activities.
- Promoting program benefits and successes to the public through the departmental quarterly brochures, newsletters and fliers.
- Conducting evaluation surveys on the effectiveness of this department's effort on making the public aware of healthy living habits.

TEMPLE COMMUNITY OUTREACH CENTER

Faith Community Outreach Special Project

Loistine Herndon

Project Coordinator
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San Bernardino, CA 92411

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Templeoutreach@att.net

First Funded: FFY 2002

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Joe Baca
CA Sen. Nell Soto
CA Assemblymember John Longville

Target Audience

- Ages: Grades 1-8; Adults; Seniors
- Ethnicities: African American (85%); Latino (15%)
- Language: English

Settings

Community Centers; Farmers' Markets

Partners

Schools; School Food Service; Local Health Departments; University of California Cooperative Extensions; National Organizations

Description

Temple Community Outreach Center works with low-income African American families in San Bernardino communities to increase their consumption of and access to fruits and vegetables, and promote physical activity. Temple Community administers the American Cancer Society "Body & Soul Program: A Celebration of Healthy Living". The program goal is to stimulate healthier eating and increase physical activity levels for African American families to decrease their risk of developing chronic disease. Relationships with the local health department, local retailers, Project LEAN, and the local department of social services help to further advance their efforts to improve quality of life. Adult and youth activities occur regularly and include a summer fun camp, nutrition education classes, community festivals/health fairs, educational materials distribution, and cooking demonstrations.

Los Angeles Region

Los Angeles County



REGIONAL LEAD AGENCIES

California Nutrition Network

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5 a Day-Power Play! Campaign

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ABC UNIFIED SCHOOL DISTRICT*LIA - School/District***Anna Apoian, RD, CDE**

Project Coordinator
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Cerritos, CA 90703

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Local Share: \$731,430

State Share: \$365,715

First Funded: FFY 2002

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Linda T. Sanchez
CA Sen. Betty Karnette
CA Assemblymember Rudy Bermudez

Target Audience

- Ages: PreKindergarten; Kindergarten; Grades 1-12; Young Adults; Adults
- Ethnicities: Asian (6.7%); African American (6.8%); Latino (73%); Native American (0.2%); Pacific Islander (0.75%); Caucasian (6.6%); Philipino 5.2% and no-response .75% (5.95%)
- Language: Spanish, English

Settings

Schools

Description

During FFY 2003, this project assessed the school nutrition environment using the School Health Index Module 1. As a result, several school sites created Nutrition Mission Statement and Best Practice Guidelines to help implement current District Nutrition Policies. A Nutrition Committee was formed representing parents, teachers, and students. The committee is also comprised of a board member, principals, and a pediatrician.

The Harvest of the Month program is conducted inside the classroom and includes the use of food-themed books, teacher newsletter, parent newsletter, and taste-testing in the classroom.

Other events and projects include:

- 1st Annual Cerritos Community 5K Run/Walk & Children's 1K Sprint, in collaboration with the City of Cerritos and LA County Parks and Recreation
- Diabetes Prevention Seminar for Parents and Children
- Nutrition Education in over 165 classrooms
- Parent Outreach @ PTA Meetings
- Teacher Training for Nutrition Education
- Classroom Training and Programs
- Web Site
- 5 a Day Tile Murals

ALHAMBRA SCHOOL DISTRICT*LIA - School/District***Judy Huffaker**

Director

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s**Local Share: \$1,240,342****State Share: \$562,391****Grant Amount: \$35,000****First Funded: FFY 2001****Legislators**

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Adam Schiff

CA Sen. Gil Cedillo

CA Assemblymember Judy Chu

Target Audience

- Ages: PreKindergarten; Kindergarten; Grades 1-12; Young Adults; Adults
- Ethnicities: Asian (47.3%); African American (0.8%); Latino (42.5%); Pacific Islander (0.1%); Caucasian (8.7%); Filipino (0.6%)
- Language: Spanish, Vietnamese, Cantonese, Tagalog, Khmer, Mandarin, English

Settings

Schools; Grocery Stores

Partners

Schools; School Food Service; California Project LEAN; Colleges/Universities; University of California Cooperative Extensions; National Organizations; Dairy Council of California; SPARK

Description

The Alhambra School District Nutrition Network provides students and adults with opportunities to make healthy eating choices and increase physical activity.

The program components include:

1. Provide professional development for teachers regarding nutrition and physical activity promotion, as well as strategies for integrating them into the core curriculum.
2. Nutrition education for students utilizing:
 - Cooking in the classroom to provide hands on preparation of healthy snacks.
 - Nutrition lessons incorporated in the classroom activities, math, science, social studies and language arts curriculum.
 - Harvest of the Month featuring nutrition information and produce for classroom instruction, sampling and tasting.
 - Development of student leadership through Nutrition Advisory Councils.
 - Access to farmers for increased awareness of nutrition and agriculture education.
 - Integration of nutrition education through development of nutrition related murals and animated nutrition messages and theatrical performances.
3. Physical activity promotion utilizing programs such as SPARK, Nike PE2Go.
4. Parent nutrition education focusing on healthy choices, benefits of consuming fruit and vegetables, preparation of healthy items, food stamp promotion.

ALONDRA CHURCH OF CHRIST*Faith Community Outreach Special Project***Brenda Payne**

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Grant Amount: \$70,000

First Funded: FFY 1999

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Juanita Millender-McDonald
CA Sen. Edward Vincent
CA Assemblymember Mervyn M. Dymally

Target Audience

- Ages: PreKindergarten; Kindergarten; Grades 1-5; Adults; Seniors
- Ethnicities: African American
- Language: English

Settings

Community Centers; Schools; Faith Organizations

Partners

6 partners from: Schools; National Organizations; Down to Earth Health and Nutrition; Power Play

Description

This Compton, CA, church is continuing to implement its nutrition/health education ministry, Tending to the Temple, in their congregation and community. This program reaches out to over 1,000 low-income African-Americans in Compton, South Central Los Angeles and Watts through partnerships with four sister congregations and local community agencies.

Within ACoC and partnering congregations, Tending to the Temple offers the Meet the Challenge program and the Healthy Church Auxiliary Program. The Meet the Challenge program entails participants meeting a nutrition/health related challenge each month (i.e., eat five servings of fruits and vegetables daily). The program is designed to encourage small steps toward better nutrition, increased physical activity and ultimately better health. Participants attend a bi-monthly nutrition/health workshop to reinforce new habits. The Healthy Church Auxiliary Program provides nutrition/health education to auxiliaries and committees within the church. The committees are assisted in developing strategies to contribute to a healthy church environment. The committees disseminate health related information to their members, host one health related event and advertise Tending to the Temple events. Also, nutrition messages are disseminated to the churches via the pulpit, weekly bulletins, a health resource center, and event flyer.

Tending to the Temple offers the Healthy Family Series to low income populations by partnering with community agencies. The program consists of four healthy cooking classes, one nutrition education workshop and one fitness demonstration/workshop. The church offers an annual community health fair where church and community members receive nutrition related information, healthy food samples, and contact with community based health organizations.

APOSTOLIC FAITH HOME ASSEMBLY, INC. (AFHA)*Faith Community Outreach Special Project***Charles Tolbert**

Project Director
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Los Angeles, CA 90018

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Grant Amount: \$75,000

First Funded: FFY 1999

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Diane Watson
CA Sen. Kevin Murray
CA Assemblymember Herb Wesson

Target Audience

- Ages: Grades 6-12; Young Adults; Adults; Seniors
- Ethnicities: African American (100%)
- Language: English

Settings

Community Centers; Faith Organizations; Colleges & Universities

Partners

8 partners from: Local Health Departments; California Project LEAN; Colleges/Universities; University of California Cooperative Extensions; Local Departments of Social Services; SPA – 6 Collaborative; Adams & Arlington Neighborhood Councils

Description

Apostolic Faith Home Assembly's (AFHA) current nutrition and physical activity program is a faith based community approach to change child and family health behaviors, and to address health disparities facing African Americans who are at risk for overweight, obesity and cardiovascular diseases. A major goal of the program is to involve existing and potential food stamp clients/families, church, and community members in the design and development of program interventions for the purpose of ownership and empowerment.

AFHA has served the community by providing a variety of social services, including a food bank, clothing closet, and individual and family counseling. Nutrition education activities include monthly seminars on healthful meals and increasing consumption of fruits and vegetables in the church, health fairs, health screenings and taste testing. An AFHA Advisory Group meets regularly to plan and oversee the implementation of activities. The Annual Health/Healthy Food Fair and Walkathon provided community residents with free diabetes checks, mammograms, HIV testing, prostate cholesterol testing and other services through collaboration with hospital and health clinics in the area. Congregational members are reached by promoting outreach information through the AFHA website and the monthly newsletter mailing to approximately 300 members. The newsletter carries articles on various nutrition and health issues selected by their health professional team. AFHA has established on-going relationships with organizations including the LA Technical College Culinary Department, Project LEAN, Los Angeles County Health Nutrition Services, SPA6 Health Committee, REACH 2010 Nutrition and Physical Activity Program and Grant AME Church. Participation in advisory groups helps to direct more attention to health issues affected by poor nutrition and physical activity habits among African Americans in the South Central community. AFHA works with it's partners to collect process, outcome and impact data.

BAPTIST CHURCH OF THE NEW COVENANT*Faith Community Outreach Special Project***Dr. Scarlett Small, Ph.D., R.D.**Project Director
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Grant Amount: \$73,983**First Funded: FFY 1998****Legislators**U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Grace F. Napolitano
CA Sen. Martha Escutia
CA Assemblymember Rudy
Bermudez**Target Audience**

- Ages: Young Adults; Adults
- Ethnicities: African American (100%)
- Language: English

Settings

Community Centers; Grocery Stores; Faith Organizations

Partners

5 partners from: California Project LEAN; University of California Cooperative Extensions; Baptist Ministers Conference; LA-BIND

Description

The Progressive Health and Nutrition Network (PHANN) is the coordinating body which provides nutrition and physical activity promotion services to low income families in the host (New Covenant) and 20 participating churches in southern Los Angeles County. PHANN conducts outreach and implements a marketing strategy to publicize the program, the *5 a Day* messages and the Food Stamp Program to the larger community and to the congregants of the participating churches. The marketing strategy includes 1) distribution of brochures, flyers and fans at community sites, 2) articles for community magazines and newspapers as well as church bulletins, 3) guests on cable television shows and 4) radio station interviews. A variety of nutrition education and physical activity promotion programs are conducted at the host and participating churches. At a minimum, each church has a three hour nutrition seminar with food demonstrations. Good nutrition is incorporated into all of the churches' food functions such as after church receptions, after school programs, Vacation Bible School, picnics, holiday celebrations and special events of the church ministries. All foods served emphasize fruits and vegetables and low fat cooking that are sensitive to the cultural food practices of African Americans. PHANN staff participates in at least 8 health fairs at the churches and community sites. Educational resources which include books, pamphlets, video and audio tapes and CDs are available for loan. Recipes from the Healthy Foods Cookbook for African American Families, developed by PHANN, are used at food demonstrations and distributed to participants. PHANN staff also works with local grocers to ensure high quality fruits and vegetables are available at a reasonable cost. Activities are conducted in the stores to educate consumers about nutritional benefits, cost, food selection and preparation techniques.

BELLFLOWER UNIFIED SCHOOL DISTRICT*LIA - School/District*

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Local Share: \$76,457
State Share: \$38,224
First Funded: FFY 2002

Legislators
 U.S. Sen. Dianne Feinstein
 U.S. Sen. Barbara Boxer
 U.S. Rep. Lucille Roybal-Allard
 CA Sen. Betty Karnette
 CA Assemblymember Marco A
 Firebaugh

Target Audience

- Ages: Grades 1-12
- Ethnicities: African American (16.91%); Latino (46.74%); Native American (0.44%); Caucasian (24.67%); Asian, Filipino, Pacific Islander Combination (11.24%)
- Language: Spanish, English

Settings

Schools

Partners

5 partners from: Schools; School Food Service; Local Health Departments; California Project LEAN; University of California Cooperative Extensions; Local Departments of Social Services

Description

The Bellflower Unified School District Nutrition Network has two primary focuses for its 2003-2004 State Share Scope of Work:

1. Empowering teachers to integrate nutrition concepts into classroom activities
2. Educating parents on the impact that good nutrition and physical activity and overall family health.

The Nutrition 101 teacher workshop encourages teachers to work together to develop nutrition-related activities that also teach core curriculum standards. To reinforce these workshops, nutrition resource centers are at each site to give teachers easily accessible resources and ideas for incorporating food and nutrition messages in the classroom. In addition, after-school educators are trained on a nutrition education curriculum to reinforce messages that are provided during school. The goal is to make sure every student receives health messages during some portion of the school day.

To bring healthy messages home, parents receive basic nutrition education classes at various targeted school sites. In addition, a large parent workshop is implemented to encourage maximum district parent attendance. The quarterly parent newsletters not only reinforce messages delivered during classes, but also reach out to those who are unable to attend. The Walk to School Day event provides parents and students a chance to put physical activity promotion into action.

The recommendations from the School Health Index team supplement teacher and parent activities by sparking realistic and achievable actions for healthy improvements at the school and/or district levels.

CALIFORNIA STATE UNIVERSITY, LOS ANGELES*LIA - College/University***Dr. Laura Calderon, Dr.P.H.,
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Local Share: \$81,666**State Share: \$40,834****First Funded: FFY 1999****Legislators**

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Hilda L. Solis

CA Sen. Gloria Romero

CA Assemblymember Judy Chu

Target Audience

- Ages: Grades 7-12
- Ethnicities: Asian (15%); African American (4%); Latino (51%); Pacific Islander (10%); Caucasian (20%)
- Language: Spanish, Vietnamese, Hmong, Cantonese, Tagalog, Korean, Khmer, Armenian, Mandarin, English

Settings

Community Centers; Schools; Grocery Stores

Partners

10 partners from: Schools; School Food Service; Local Health Departments; California Project LEAN; Colleges/Universities; University of California Cooperative Extensions; LA Collaborative; Children + Weight Coalition

Description

The California State University at Los Angeles (Cal State L.A.), has partnered with Francisco Bravo Medical Magnet High School to develop a nutrition education and physical activity intervention aimed at high school students and their families. This intervention uses a peer advocacy approach, based on the Project Lean model; this model encourages student empowerment, peer training and policy change.

Activities include:

- 20-30 High School advocates (nutrition and physical activity) recruited and trained with weekly educational meetings.
- Bravo High School Student Health Club, "The Healthy Corner Club" formed.
- Media campaigns encouraging "healthy eating" for the Spanish speaking community.
- Policy change at the high school level.
- Health and nutrition related workshops at Cal State Los Angeles.
- High School Health Fair
- Maintain FAQs to the Internet: <http://www.calstatela.edu/faculty/lcalder/links.htm>
- Low-fat cooking demonstrations and "healthy shake" demonstrations.

CALIFORNIA STATE UNIVERSITY, NORTHRIDGE*LIA - College/University*

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Local Share: \$177,997

State Share: \$88,999

First Funded: FFY 1998

Legislators

U.S. Sen. Dianne Feinstein
 U.S. Sen. Barbara Boxer
 U.S. Rep. Brad Sherman
 CA Sen. Richard Alarcon
 CA Assemblymember Lloyd E.
 Levine

Target Audience

- Ages: PreKindergarten; Grades 3, 7, 10-12; Young Adults; Adults; Seniors
- Ethnicities: Asian (5%); African American (5%); Latino (85%); Caucasian (5%)
- Language: Spanish, Tagalog, Korean, English

Settings

Community Centers; Schools; Head Start centers

Partners

5 partners from: Schools; Head Starts – operated by Child Care Resource Center & Latin American Civic Assoc; Alicia Broadous Senior Center
 Operated by the Interfaith Council

Description

The overall goal of Project Vitality Across the Lifespan (VAL) is to demonstrate the use of 12 cross-disciplinary CSUN student/faculty teams to increase awareness and consumption of 5-9 daily serving of fruits and vegetables as a part of a healthy diet and daily physical activity (30 minutes for adults and 60 minutes for children) for lifelong health. Our service-learning project goal is to reach total of 385 unduplicated low-income (annual \$20,000 or below) families and their preschool and elementary school children, middle school teens, pregnant high school students, and elders with educational presentations on nutrition and physical activity.

Each of our 12 teams will develop 6 fifty-minute presentations focusing on the dynamic interaction between nutrition and physical activity on the health and well being of families throughout the lifespan. Project VAL will assess outcomes at four levels: (1) CSUN students; (2) Faculty Field Supervisors; (3) representatives of sites of service; and (4) low income participants – evaluation of presentations, and changes in knowledge and food preferences.

COMPTON COMMUNITY COLLEGE*LIA - College/University***Anna Marie Erro**

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Local Share: \$525,470

State Share: \$230,181

First Funded: FFY 1999

Legislators

U.S. Sen. Dianne Feinstein
 U.S. Sen. Barbara Boxer
 U.S. Rep. Juanita Millender-McDonald
 CA Sen. Edward Vincent
 CA Assemblymember Mervyn M. Dymally

Target Audience

- Ages: Grades 1-3, 8-12; Young Adults; Adults; Seniors
- Ethnicities: Asian (10%); African American (40%); Latino (44%); Native American (2%); Pacific Islander (2%); Caucasian (2%)
- Language: Spanish, Vietnamese, Khmer, English

Settings

Community Centers; Clinics; Schools

Partners

2 partners from: California Project LEAN; College Fitness Center

Description

The Compton Community College (CCC) Nutrition Network plans to continue to offer Nutrition education workshops to Cal Works, Boys and Girls Clubs, LACOE, Child Care and Community Centers as well as provide demonstrations on how to prepare healthy nutritious meals at many of the adult workshops. This year CCC also plans to be active in the community by dispensing nutrition education information at Health Fairs and other local Community Functions. CCC will reach out to the Compton community with nutrition educational messages through Public Service Announcements and encourage the intake of fruits and vegetables by promoting a local Farmer's Market.

CCC will continue to support the committee on the Obesity in Children and take part in the LA collaborative for Active and Healthy Children.

COMPTON UNIFIED SCHOOL DISTRICT*LIA - School/District*

Tommie Callegari 604 South Tamarind Avenue Compton, CA 90220 Phone: (310) 639-4321 x46548 Fax: (310) 635-8268 tcallegari@compton.k12.ca.us	Local Share: \$2,211,237 State Share: \$755,180 First Funded: FFY 2003	Legislators U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Juanita Millender-McDonald CA Sen. Edward Vincent CA Assemblymember Mervyn M. Dymally
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Target Audience

- Ages: Kindergarten; Grades 1-12
- Ethnicities: Asian (0.03%); African American (31.2%); Latino (66.9%); Native American (0.03%); Pacific Islander (1.05%); Caucasian (0.03%)
- Language: Spanish

Settings

Schools

Partners

School Food Service; California Project LEAN

Description

Compton Unified School District plans to accomplish the following activities for 2003-2004:

- Establish Nutrition Advisory Councils in 13 elementary schools, one middle school and one high school that will implement at least two nutrition and/or physical activity education events. At the end of the school year students will participate in a mini conference to share their activities with other council members throughout the school district.
- Plan and implement nutrition and physical activity education workshops for teachers from targeted schools.
- Conduct formative research to determine the nutrition and physical activity education needs in targeted schools through surveys, interviews and focus groups.
- Promote the consumption of fruits and vegetables to 5-9 servings per day and increase daily physical activity to at least 30 minutes in adult and one hour in children and teens in low-income families through the Harvest of the Month Club, workshops, salad bar and garden education related to nutrition.
- Promote and participate in Walk to School Day, providing nutrition education materials at the event.
- Increase breakfast participation by 5 – 10% among targeted elementary schools by promoting nutritional benefits of eating breakfast.
- Distribute information about the Food Stamp Program to family members of the Compton Unified School District while conducting nutrition education to this group.

DOWNEY UNIFIED SCHOOL DISTRICT*LIA - School/District*

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 Project Director
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Local Share: \$559,195

State Share: \$279,317

First Funded: FFY 2000

Legislators

U.S. Sen. Dianne Feinstein
 U.S. Sen. Barbara Boxer
 U.S. Rep. Lucille Roybal-Allard
 CA Sen. Betty Karnette
 CA Assemblymember Ronald S. Calderon

Target Audience

- Ages: PreKindergarten; Grades 1-8
- Ethnicities: Asian (4%); African American (4%); Latino (76%); Caucasian (14%); Filipino and other (2%)
- Language: Spanish, English

Settings

Schools

Partners

20 partners from: Schools; School Food Service; Local Health Departments; California Project LEAN; National Organizations; California Dairy Council

Description

In order to achieve their scope of work objectives, Downey Unified School District (DUSD) will continue to offer nutrition education trainings for teachers on "The Foundations of Nutrition" and "Connecting Nutrition to the Curriculum." Several schools have now been equipped with cooking carts. At these schools, *Network* staff will offer safety training and then progress to a "Cooking with Kids" training. They will also continue to operate the Harvest of the Month program which features a monthly newsletter and produce sampling in the cafeteria and classroom. They support teachers' classroom work with the purchase of books, curriculum, and the ingredients for the newsletter recipes. To expand the program reach beyond the cafeteria and classroom, staff encourages schools to incorporate *Nutrition Network* activities at school/community events such as carnivals, Jog-a-thons, etc. In addition, they will continue parent nutrition education training in partnership with True Lasting Connections and will expand training to other programs working with DUSD parents. They promote healthful eating, physical activity, and increased participation in the Food Stamp program at Open House nights at each school site. To achieve the goal of changing policy within the school environment they will assess individual school sites utilizing the School Health Index. DUSD encourages garden-based nutrition education by providing a garden-based curriculum for interested teachers and arranging for teachers with extensive garden experience to partner with schools wanting to start or expand their garden programs. The goal of the program to create an environment that provides students with the knowledge and skills they need to make healthy lifestyle decisions while at the same time providing an environment that exemplifies the healthy lifestyle they are promoting.

CITY OF DUARTE PARKS AND RECREATION DEPARTMENT

LIA - Parks and Recreation

Donna Georgino Director 1600 East Huntington Drive Duarte, CA 91010	Local Share: \$91,585 State Share: \$45,792 First Funded: FFY 1999	<u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Hilda L. Solis CA Sen. Gloria Romero CA Assemblymember Carol Liu
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Target Audience

- Ages: Grades 4-6, 9-12; Young Adults; Adults
- Ethnicities: Asian (12%); African American (9%); Latino (43%); Native American (1%); Caucasian (32%); no info (3%)
- Language: Spanish, English

Settings

Community Centers; Schools

Partners

15 partners from: Schools; School Food Service; Parks and Recreation; Hospitals; Chamber of Commerce

Description

The main focus of the City of Duarte's program is to form a Teen Nutrition Council. The high school students on the council will receive extensive training in nutrition, physical fitness promotion and Federal nutrition assistance programs. They will then use their knowledge to assist in the implementation of all program activities.

The City of Duarte works with local elementary schools to provide the Por La Vida program to parents. The program will be provided in Spanish at the school site. Parents receive at least 10 hours of nutrition education and learn how to incorporate more fruits and vegetables into their family's diet. The parents are also trained to teach the class and they will be encouraged to share their knowledge with friends and neighbors.

Through the implementation of school gardens at two local elementary schools, the City of Duarte provides weekly nutrition education in the classroom to approximately 10 students over a period of approximately 8 months. Upon completion of the program, it is hoped that the majority of children will indicate an intention to choose healthier foods.

Four sessions of a "Healthy Cooking" class are offered for low-income children. Over a six-week period, students learn how to prepare food with a focus on incorporating fruits and vegetables into their daily diet. Students also receive weekly lessons on nutrition education.

EAST LOS ANGELES COLLEGE*LIA - College/University***Dr. Manjit Kaur**

Project Director
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Local Share: \$1,460,138

State Share: \$730,069

First Funded: FFY 1999

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Hilda L. Solis
CA Sen. Gloria Romero
CA Assemblymember Judy Chu

Target Audience

- Ages: PreKindergarten; Kindergarten; Grades 1-6, 9-12; Young Adults; Adults
- Ethnicities: Asian (5%); African American (3%); Latino (87%); Caucasian (5%)
- Language: Spanish, Mandarin, English

Settings

Community Centers; Schools

Partners

5 partners from: Schools; California Project LEAN; University of California Cooperative Extensions; 5-A-Day!

Description

The East Los Angeles College (ELAC) Local Incentive Award has initiated nutrition education programs at 11 sites in the East L A region that include the ELAC campus, two local high schools, a teen parent site at one of these high schools and seven local elementary schools. The majority of the target audience at these sites is Hispanic. The nutrition education programs being implemented with the various age groups at these sites focus on promoting the increase of fruit and vegetable intake but also promote other healthy nutrition behaviors as well. Some of the more innovative nutrition education approaches being used include the following activities. After school cooking classes, nutrition education animated cartoon creations, taste-tests conducted during nutrition units in the Freshmen Studies programs, and "Chef in the Classroom" healthy cooking classes are being used in the high school programs. In the elementary schools, nutrition education linked with journal writing, music, and art is taking place with the students, along with complementary nutrition education and training for parents and teachers. An impact evaluation objective on fruit and vegetable consumption will be piloted at one of the elementary schools using the self-efficacy assessment tool. On the campus of ELAC, workshops on nutrition education are offered to students and student athletes with an emphasis on positive changes for healthier lifestyles that may prevent chronic diseases such as diabetes that are on the rise in this target population.

EL MONTE CITY SCHOOL DISTRICT*LIA - School/District***Wanda Grant, R.D.**

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Local Share: \$1,264,223

State Share: \$632,110

First Funded: FFY 1998

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Hilda L. Solis
CA Sen. Gloria Romero
CA Assemblymember Judy Chu

Target Audience

- Ages: Kindergarten; Grades 1-8
- Ethnicities: Asian (14%); Latino (78%); Caucasian (7%); no info (1%)
- Language: Spanish, English

Settings

Schools; Grocery Stores

Partners

Schools; School Food Service; Local Health Departments; Parks and Recreation; California Project LEAN; University of California Cooperative Extensions; Local Departments of Social Services; LA Collaborative; Cancer Prevention

Description

The El Monte City School District Child Nutrition Services *California Nutrition Network* has prepared an aggressive program to continue to promote nutrition education, specifically aimed at increasing consumption of fruits and vegetables and daily physical activity to students, teachers, staff, parents and community members. For example, to reach students in the classroom and to assist teachers in incorporating nutrition education into the core curriculum, all 18 schools are equipped with a mobile cooking cart. Teachers can use this cart independently and in conjunction with the "Guest Chef" program. The "Guest Chef" program sends teachers into the classroom to teach incorporating nutrition education and physical activity into the core curriculum.

Educating staff is a top priority, for this effort trickles down to all target audiences. To obtain this goal, teacher In-service workshops are conducted five times a year. Topics include: Lessons in Nutrition for Teachers, Cooking Cart Culinary Creations and Eating Around Physical Activity. These workshops provide the latest science based nutrition information and reinforces how to effectively use cooking in the classroom, healthy food choices, the importance of physical activity and hands on demonstrations with teacher chefs.

Other ongoing activities for students, staff, parents and community partners include the Harvest of the Month program, Fall Apple and Pumpkin promotions, Grocery Store Scavenger Hunt, Annual Nutrition Expo, Nutrition Carnival and NAC Conference.

EMCSD also targets parents, for they may implement nutrition and physical activity information provided at Back to School Nights, Open Houses and Parent Teacher Association meetings. Each school is equipped with nutrition services and education displays, which contain parent friendly, English/Spanish brochures, school lunch menus and free or reduced fee meal applications.

HAWTHORNE SCHOOL DISTRICT - RAMONA ELEMENTARY*LIA - School/District***Candace Hanson**

Nutrition Network Project

Coordinator

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Local Share: \$1,234,198**State Share: \$617,099****First Funded: FFY 1999****Legislators**

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Maxine Waters

CA Sen. Edward Vincent

CA Assemblymember Jerome E.
Horton**Target Audience**

- Ages: PreKindergarten; Kindergarten; Grades 1-8
- Ethnicities: Asian (3%); African American (29%); Latino (60%); Native American (1%); Pacific Islander (1%); Caucasian (3%); NO INFO (3%)
- Language: Spanish

Settings

Schools

Partners

7 partners from: Schools; School Food Service; Parks and Recreation; California Project LEAN; University of California Cooperative Extensions; PEAL Athletic League; Moneta Gardens Improvement, Inc.

Description

The Hawthorne School District is located in Los Angeles County and consists of eight elementary and three middle schools. The goals of our *Network* are to promote healthy eating and physical activity by forming a link between the cafeteria, classroom and community. This link creates school environments that reflect a comprehensive commitment to the health and well being of all of our students.

Every school cafeteria highlights a "Garden Bar", and conducts a "Harvest of the Month" ("HOTM") promotion. Food service employees encourage students to try the featured produce and promote nutrition education activities. Teachers receive a "HOTM" newsletter that reinforces messages in the cafeteria.

In the classroom *Network* activities include: (1) monthly teacher trainings; (2) nutrition education; (3) a fully-equipped Mobil Nutrition Education Center; (4) gardening activities; and (5) Nutrition Advisory Councils, which are active exploratory classes at our middle schools.

Community outreach is the third component of our program. A weekly newspaper article is written and published in local newspapers. We have partnerships with the City Cable Television and other local non-profit community agencies to promote healthy eating at health fairs and other community events. Additionally, nutrition education for parents has been woven into existing district parenting classes.

HOLY FAITH EPISCOPAL CHURCH*Faith Community Outreach Special Project***Daisy Galeano**

Project Director
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Grant Amount: \$72,068

First Funded: FFY 1998

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Maxine Waters
CA Sen. Edward Vincent
CA Assemblymember Jerome E. Horton

Target Audience

- Ages: Grades 8, 9; Young Adults; Adults; Seniors
- Ethnicities: African American (47%); Latino (46%)
- Language: Spanish, English

Settings

Community Centers; Grocery Stores

Partners

Jubilee Consortium; Coalition for a better Inglewood

Description

The Holy Faith Project is committed to conveying the importance of the *African American 5 a Day* message through our newly created "Jubilee Health Watch" newsletters, recipes with nutritional benefits handouts, food tasting, cooking demonstrations, participation in physical activity events, participation of local health fairs, distribution of flyers with relevant information, expansion of goals to Jubilee Consortium churches, and outreach to other community leaders in order to increase participation.

The following are activities conducted or being planned for the future:

- Es Facile Cooking Demonstration
- Food Bank food tasting with the distribution of recipes along with nutritional benefits
- Yoga classes food tasting with the distribution of recipes along with nutritional benefits
- Sponsor "Coffee Hour" at Holy Faith once a month and provide nutrition education
- Provide youth of Keep It Real with cooking demonstrations and nutritional education
- Distribution of "Jubilee Health Watch" newsletters through church sites, organizations and businesses
- Participated in the Inglewood/LAX community CROP Walk, May 2004
- Registered as a participant at the Hawthorne Sports and Health Fair on June 19, 2004
- Distribute information of local events and Physical activities in the area
- Site visits at Jubilee Consortium and provide food tasting with the distribution of recipes along with nutritional benefits
- Work with California Hospital Health Ministry Program to perform health screenings at church sites
- Work with Coalition for a Better Inglewood to educate African American Advisory Council Policy

LONG BEACH CITY COLLEGE*LIA - College/University***Anne Killian**4901 East Carson Street
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akillian@lbcc.edu

Local Share: \$419,152**State Share: \$209,576****First Funded: FFY 1999****Legislators**

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Juanita Millender-
McDonald

CA Sen. Betty Karnette

CA Assemblymember Alan
Lowenthal**Target Audience**

- Ages: PreKindergarten; Grades 9-12; Young Adults; Adults
- Ethnicities: Asian (3%); African American (24%); Latino (25%); Native American (1%); Pacific Islander (3%); Caucasian (44%)
- Language: Spanish, Hmong, Khmer, English

Settings

Community Centers; Schools

Partners

7 partners from: Local Health Departments; California Project LEAN; Colleges/Universities; University of California Cooperative Extensions; National Organizations

Description

Perform a Pre and Post Assessment Survey with the parents in the Child and Adult Development Department program inquiring about their knowledge of fruits, vegetables and the importance of physical activity. Through a variety of Topic Tables, Parent Education classes and weekly Produce demonstrations, individuals will increase their knowledge and awareness of the necessity to eat a minimum of 5 fruit and vegetable servings a day. These venues will also promote ways to help increase the family's level of physical activity.

Through regular staff meetings and activities the staff will increase their awareness and knowledge of the consumption of 5 servings of fruits and vegetables and the importance of physical activity in their own lives and the lives of the preschool children, parents and students. Preschool Specialists are encouraged to incorporate more Nutrition Education activities in their classrooms by taking advantage of the cooking carts and equipment available through the program.

The Foster Kinship Youth participating in the Independent Living and Early Steps to Emancipation Program will be involved in Nutrition Education Activities. Emphasizing the importance of eating more fruit and vegetables along with increased physical activity these youth will participate in meal preparations as well as discussion on the importance of good nutrition and regular physical activity.

LONG BEACH UNIFIED SCHOOL DISTRICT*LIA - School/District***Robin Sinks, C.H.E.S.**

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Local Share: \$1,535,415

State Share: \$767,708

First Funded: FFY 2000

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Juanita Millender-
McDonald
CA Sen. Betty Karnette
CA Assemblymember Alan
Lowenthal

Target Audience

- Ages: PreKindergarten; Kindergarten; Grades 1-12; Young Adults; Adults
- Ethnicities: Asian (10.2%); African American (18.8%); Latino (48.1%); Native American (0.3%); Pacific Islander (2.1%); Caucasian (17.1%); Filipino (3.3%)
- Language: Spanish, Vietnamese, Hmong, Tagalog, Khmer, English

Settings

Schools

Partners

75 partners from: Schools; School Food Service; Local Health Departments; Parks and Recreation; California Project LEAN; Colleges/Universities; University of California Cooperative Extensions; Community-Based Organizations; Healthcare; PTA; 5 District Depts.; Farmers' Mkt

Description

The Long Beach Unified School District (LBUSD) addresses nutrition education and physical activity promotion through a coordinated school health system that is consistent with CDC's model and is described in the Health Framework for California Public Schools. Building upon existing efforts, LBUSD utilizes *California Nutrition Network* funds to increase the likelihood that low-income students and their families will consume five fruits and vegetables daily, participate in physical activity (60 minutes per day for youth, 30 minutes per day for adults), and participate in food assistance programs. A Project Teacher and Child Nutrition Specialist work closely with the Health and PE Curriculum Leaders to provide teacher training and parent education classes at low income schools (50%+ free/reduced lunch count). Teacher training covers basic nutrition information, impact on health and academic achievement, and instructional strategies and resources to incorporate nutrition education through literacy efforts. Instructional materials, portable cooking carts, food demonstrations/tasting, and assemblies are provided to enhance instruction. Parent education topics include nutrition and physical activity needs of students and adults, reading food labels, food safety and sanitation, and food assistance programs. In addition, after-school recreation programs incorporate nutrition education activities throughout the program. Educational and promotional items with positive nutrition messages are provided to participants to motivate and reinforce instructional messages. As a result, participants will demonstrate increased knowledge/understanding of the importance of nutrition and physical activity; teachers enhance classroom instruction; and adult and student eating/activity behaviors are positively affected.

CITY OF LONG BEACH*LIA - Local Health Department*

Lara Turnbull, MPH, CHES
 Project Director/Health Education
 Coordinator
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Local Share: \$2,602,777**State Share: \$1,301,389****First Funded: FFY 2003****Legislators**

U.S. Sen. Dianne Feinstein
 U.S. Sen. Barbara Boxer
 U.S. Rep. Juanita Millender-
 McDonald
 CA Sen. Betty Karnette
 CA Assemblymember Alan
 Lowenthal

Target Audience

- Ages: PreKindergarten; Kindergarten; Grades 1-3; Young Adults; Adults
- Ethnicities: Asian (14%); African American (18%); Latino (47%); Native American (0.5%); Pacific Islander (1.5%); Caucasian (16%); Other (3%)
- Language: Spanish, English

Settings

Community Centers; Farmers' Markets; Health Department

Partners

Local Health Departments; Medi-Cal; WIC; BIH; CHDP; 5 a Day and the Food Stamp Program

Description

Network funding began in 2003-04 for the Healthy Active Long Beach Project. The project will include:

- Outreach at local events, health fairs and local farmers' markets.
- Nutrition education trainings for local providers of low income families.
- Interactive nutrition education classes for low-income families with plenty of hands-on learning for families with children pre-K to 3rd grade. Classes will be multi-session and will educate participants on the food guide pyramid, portion sizes, basic food safety, the importance of breakfast, tips for healthy eating on the go, and the importance of daily physical activity for the entire family. Classes will include one-time only physical activity demonstrations.
- Cooking demonstrations, healthy recipes and food tastings.
- Newsletters.
- Participants will participate in, will sample and prepare healthy, culturally appropriate foods, will learn practical ways to incorporate healthier food choices into their diets, will learn about the chronic diseases associated with being overweight and unfit, and will be linked to appropriate services such as Parks & Rec. programs, Medi-Cal, WIC, BIH, CHDP, and the Food Stamp Program.
- A city-wide social marketing campaign to promote the *5 a Day* messages, physically active lifestyles, and food stamp participation for eligible families.

Healthy Active Long Beach will also enhance current health department programs by providing nutrition education classes to eligible families, trainings for providers who work with food stamp eligible families, and providing referrals and linkages to other health and physical activity programs.

CITY OF LONG BEACH*CHDP Nutrition Project***Pamela Shaw**

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Grant Amount: \$100,000

Legislators

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Juanita Millender-McDonald

CA Sen. Betty Karnette

CA Assemblymember Alan Lowenthal

Target Audience

- Ages: Young Adults; Adults
- Ethnicities: African American (35%); Latino (65%)
- Language: Spanish, English

Settings

Community Centers; Clinics; CPSP Provider offices

Partners

CPSP Providers

Description

The City of Long Beach Department of Health and Human Services plans to improve the nutrition of low-income pregnant and breastfeeding residents by contracting with a Registered Dietitian (RD) to teach perinatal nutrition classes to providers, nurses, health educators and others who directly serve these clients. By enhancing the nutritional education of the involved staff, the RD will be able to use her time effectively and yet indirectly reach hundreds of clients that MCH, BIH and CPSP staff see each year. The City RD will:

- Offer six Perinatal nutritional trainings for Long Beach CPSP (Comprehensive Perinatal Services Program) providers and staff, bringing state nutrition trainings to Long Beach.
- Ensure quality assurance in CPSP nutrition during provider office visits by the Perinatal Services Coordinator.
- Provide four perinatal nutritional classes to Long Beach Public Health Nurses (who do high risk home visitation), MCH Health Educators (who teach small classes in low-income communities), and BIH Staff (who support pregnant and parenting African-American residents.)
- Review nutrition education resource materials from USDA and CPSP, and make recommendations for culturally appropriate fact sheets and develop a resource list/guide of local low-cost or free food assistance programs including food stamps, food banks, breakfast and lunch programs, WIC, and farmers markets. The guides will be distributed through the MCH, CPSP, and BIH programs.
- Provide a workshop on Perinatal nutrition to Black Infant Health Program clients.

LOS ANGELES BLACKS IN NUTRITION AND DIETETICS (LA BIND)

Faith Community Outreach Special Project

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Project Director
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Grant Amount: \$75,000

First Funded: FFY 2000

Legislators

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Maxine Waters

CA Sen. Edward Vincent

CA Assemblymember Mark Ridley-Thomas

Target Audience

- Ages: Young Adults; Adults; Seniors
- Ethnicities: African American (100%)
- Language: English

Settings

Professional organization

Partners

5 partners from: Local Health Departments; California Project LEAN; University of California Cooperative Extensions; YMCA; Reach 2010

Description

LA BIND is a non-profit organization that is funded by the *Nutrition Network* to provide technical assistance and nutrition education/physical activity resources to eight currently funded Faith-Based Community projects in Southern California. This organization of African-American Registered Dietitians (RD's) is enhancing the faith projects this year by:

- Conducting nutrition presentations and food demonstrations at funded churches;
- Completing manual entitled "Answers to your Food & Nutrition Questions";
- Developing recipe cards with nutrition and physical activity messages;
- Developing newsletters with nutrition and physical activity information;
- Providing nutrition articles for church bulletins and neighborhood newspapers;
- Conducting education activities at farmers' markets in low-income areas;
- Implementing *5 a Day* Retail Program activities in Inglewood;
- Supporting community and statewide efforts on nutrition education and physical activity of the *African American 5 a Day* Advisory Council;
- Participating in assessment of *African American 5 a Day* education and training materials; and
- Continuing to revise previously developed healthy ethnic recipe book, "Let Your Soul Food be Healthy with Food Made Good for the Soul."

In addition, this organization is conducting community outreach activities at local shopping malls, farmers' markets and cultural events such as the African-American Marketplace. Collaboration among the faith outreach projects is encouraged in conducting these activities to educate the broader community in the Los Angeles area.

LOS ANGELES COALITION TO END HUNGER AND HOMELESSNESS

Food Security Special Project

Frank Tamborello

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Grant Amount: \$40,000

First Funded: FFY 2002

Legislators

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Diane Watson

CA Sen. Kevin Murray

CA Assemblymember Mark Ridley-Thomas

Target Audience

- Ages: Seniors
- Ethnicities: Asian; Latino; Pacific Islander
- Language: Spanish, Armenian, Russian

Settings

Community Centers; Clinics; Schools; Grocery Stores; Farmers' Markets; Faith Organizations

Partners

4 partners from: Faith-based; Community based; Local coalitions

Description

This second-year food security project is aimed directly at identifying food access needs, resources and recommendations for low-income and homeless people (approximately 55,000) living in Hollywood (90028) by completing a community food assessment process. The Community Food Security Coalition (CFSC) Community Food System Assessment Project, also funded by the *California Nutrition Network*, will provide the training, technical assistance and support to LACEHH's project.

LACEHH's scope of work calls for a broad educational activity for food pantry operators and other food providers in the target area about the objectives of the project and possible policy initiatives and action plans that may result from the assessment process. All food sources (pantries and vendors) will be identified and inventoried in the 90028 zip code area as well as a map of large grocery stores, WIC clinics, food stamp offices including information on prices, hours of availability, types of food, etc.

In addition, the project will also survey a sample of approximately 100-150 homeless persons, 75-125 seniors/older adults, and 75-125 very low-income families and through the use of focus groups, help determine a wide variety of food and dietary needs as well as identifying the top five barriers to accessing sufficient amounts of nutritious, affordable food.

The project will also facilitate a community education and organizing campaign to develop recommendations for improving food access in the Hollywood area via the newly formed Hollywood Community Action Network (HCAN).

LOS ANGELES COUNTY DEPARTMENT OF HEALTH SERVICES

California Nutrition Network Regional Lead Agency

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 Director, Nutrition Program
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Local Share: \$1,508,439

State Share: \$754,220

Grant Amount: \$147,200

First Funded: FFY 1998

Legislators

U.S. Sen. Dianne Feinstein
 U.S. Sen. Barbara Boxer
 U.S. Rep. Diane Watson
 CA Sen. Kevin Murray
 CA Assemblymember Mark Ridley-Thomas

Target Audience

- Ages: All Ages
- Ethnicities: Asian (11.8%); African American (9.7%); Latino (44.6%); Native American (0.5%); Pacific Islander (0.2%); Caucasian (31.1%)
- Language: Spanish, English

Settings

Community Centers; Clinics; Schools; Grocery Stores; Farmers' Markets; Restaurants; Faith Organizations

Partners

100 partners from: Schools; School Food Service; Local Health Departments; Parks and Recreation; California Project LEAN; Colleges/Universities; University of California Cooperative Extensions; Local Departments of Social Services; Community-Based Organizations; Faith Based

Description

The County of Los Angeles is building an institutional framework using public health nurses and community health workers, and a community based framework using promotoras/community health promoters as key resource agents for delivery of 'best practices' of nutrition and physical activity promotion curriculum to increase vegetable and fruit consumption for all County residents. Using an overarching theme of "Seasonal Produce" (Spring, Summer, Fall, and Winter), kits are created for distribution to individuals, communities, institutions, and the media. The kits highlight seasonal produce, recipes, tips for selection, storage, and nutritional content of fruits and vegetables. Additionally, seasonally relevant health messages are included, for example, summertime food safety tips, healthy eating during the holiday season, and ways to be physically active during each season. Training on how to use the kits is provided to groups requesting training. The kits are distributed for use at all levels of the social ecological model and will be available on the Nutrition Program's website. Two additions of The Good Food News will be distributed to food stamp recipients. Other print and electronic media promotions are planned.

Regional Infrastructure Award:

Work in partnership with *5 a Day--Power Play!* Los Angeles Coalition to strengthen the Los Angeles Collaborative for Healthy Active Children to address issues related to fruit and vegetable consumption, physical activity, or participation in federal food assistance programs, by identifying and communicating with collaborative members, and by providing training and evaluation support for collaborative action plans.

LOS ANGELES COUNTY DEPARTMENT OF HEALTH SERVICES

CHDP Nutrition Project

Cynthia Harding

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Adolescent Health Programs
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Grant Amount: \$100,000

First Funded: FFY 2003

Legislators

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Xavier Becerra

CA Sen. Kevin Murray

CA Assemblymember Mark Ridley-Thomas

Target Audience

- Ages: PreKindergarten; Kindergarten; Grades 1-9, 11, 12; Young Adults; Adults
- Ethnicities: Asian (12.3%); African American (9.7%); Latino (44.6%); Native American (0.5%); Pacific Islander (0.3%); Caucasian (31.1%)
- Language: Spanish, English, As resources permit

Settings

Community Centers; Clinics; Schools; Farmers' Markets; Faith Organizations

Partners

100 partners from: Schools; School Food Service; Local Health Departments; Parks and Recreation; California Project LEAN; Colleges/Universities; University of California Cooperative Extensions; Local Departments of Social Services

Description

The Los Angeles County Maternal, Child and Adolescent Health Programs (MCAH) will accomplish the following in partnership with the Los Angeles County Nutrition Program, UC Cooperative Extension - California 5 a Day (UCCE), and members of the Los Angeles Collaborative:

- Publish a policy brief on “food and move” insecurity and the link to obesity in Los Angeles County;
- Create a tool kit for action in response to the recommendations to combat “food and move” insecurity which will be published in the policy brief;
- Fund mini-grants in partnership with UCCE to community-based organizations to use the tool kit and implement action steps to decrease “food and move” insecurity, obesity, and promote physical activity;
- Contribute to the publication of a special edition of the Los Angeles county “Good Food News” that will publicize the Healthy Breakfast Campaign, and highlight food and move insecurity issues specific to the MCAH populations; and
- Conduct a media event to launch the Healthy Breakfast Campaign and tie it to the recommendations of the Los Angeles County Blue Ribbon Task Force on Children and Youth Physical Fitness and the policy brief on food and move insecurity.

LOS ANGELES COUNTY OFFICE OF EDUCATION

LIA - County Office of Education

Peggy Uyeda Project Representative 9300 Imperial Highway Downey, CA 90242 Phone: (562) 922-6321 Fax: (562) 922-6388 Uyeda_Peggy@laoe.edu	Local Share: \$1,341,469 State Share: \$610,415 First Funded: FFY 2003	Legislators U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Lucille Roybal-Allard CA Sen. Betty Karnette CA Assemblymember Marco A Firebaugh
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Target Audience

- Ages: PreKindergarten; Kindergarten; Grades 1-12
- Ethnicities: Asian (23.5%); African American (10.3%); Latino (50.5%); Native American (0.2%); Pacific Islander (1.3%); Caucasian (14.3%); Other (0.67%)
- Language: Spanish, Vietnamese, Cantonese, Tagalog, Korean, Mandarin, English

Settings

Clinics; Schools; Family Resource Center; Health Fair

Partners

8 partners from: Schools; School Food Service; Local Health Departments; California Project LEAN; University of California Cooperative Extensions; Local Departments of Social Services; Kids Shape; SHAPE

Description

The Los Angeles County Office of Education (LACOE) Nutrition Network Coalition is coordinated by the LACOE Healthy Schools Office, Division of Curriculum and Instructional Services. Participating in the Coalition are Rowland Unified School District, San Gabriel Unified School District, and LACOE's Educational Programs. The School Health Index is the common goal and used to shape policy and review existing services. The Coalition meets monthly to plan, research, and get district and parent buy-in for nutrition education and physical activity. Taste testing and samples promote a variety of fruits and vegetables. By accessing free resources and distributing and disseminating information on nutrition and physical activity to teachers and parents, the relationship between nutrition, physical activity, and academic performance is demonstrated.

LOS ANGELES TRADE TECHNICAL COLLEGE*LIA - College/University***Rolinda Baker, MSPH**

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Local Share: \$1,599,643**State Share: \$770,005****First Funded: FFY 2000****Legislators**

U.S. Sen. Dianne Feinstein
 U.S. Sen. Barbara Boxer
 U.S. Rep. Xavier Becerra
 CA Sen. Gil Cedillo
 CA Assemblymember Fabian Nunez

Target Audience

- Ages: PreKindergarten; Kindergarten; Grades 5-7; Young Adults; Adults; Seniors
- Ethnicities: Asian (10%); African American (45%); Latino (45%)
- Language: Spanish, English

Settings

Community Centers; Schools; Grocery Stores; Farmers' Markets

Partners

9 partners from: Schools; Parks and Recreation

Description

The *California Nutrition Network* at Los Angeles Trade Technical College (LATTC) serves one of the lowest income areas in California, SPA 6 in Los Angeles. *Network* nutrition education activities include nutrition education workshops for college students, K-12 students, pre-K children and their parents. The nutrition education activities this year are taking place in two community colleges, four child development centers associated with the community colleges, and 25 Head Start schools linked to King Drew Pediatric Center. General Nutrition education training for medical professionals who work with the target population will be offered at Drew Medical Center. LATTC partners with Alhambra, Hawthorne and Compton School Districts and assists these districts with nutrition education workshops. The nutrition education workshops are conducted in English and Spanish languages and LATTC has the capacity to conduct these classes in Malay, French, and Indian languages as well.

LATTC has a nutrition education curriculum for children of pre-school age and pioneered the Cooking Camp concept targeting children 9-11 years of age integrating food safety, healthy cooking and 5 a Day nutrition education activities.

LATTC is cooperating with many community agencies to provide nutrition education and healthy food demonstrations sharing this nutrition expertise and experience with other LIA's and with the community.

LOS ANGELES UNIFIED SCHOOL DISTRICT*LIA - School/District***Irene Kratz**6155 Bellaire Avenue
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Local Share: \$11,796,080**State Share: \$5,898,040****First Funded: FFY 2000****Legislators**

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Howard L. Berman

CA Sen. Jack Scott

CA Assemblymember Dario J.
Frommer**Target Audience**

- Ages: PreKindergarten; Grades 1-12
- Ethnicities: Asian (3.9%); African American (12.1%); Latino (71.9%); Native American (0.3%); Pacific Islander (0.3%); Caucasian (9.4%); Filipino (2.1%)
- Language: Spanish, Vietnamese, Hmong, Cantonese, Tagalog, Korean, Khmer, Armenian, Mandarin, English, Farsi, Russian

Settings

Schools

Partners

Schools; School Food Service; Local Health Departments; Parks and Recreation; California Project LEAN; Colleges/Universities; University of California Cooperative Extensions; Healthcare; Media; Business

Description

The LAUSD Nutrition Network is changing the way students think about fruits, vegetables and exercise by engaging their taste buds, their minds and their bodies. We use food's universal appeal as a starting point in our projects. In the classroom, the planning, preparation and enjoyment of fruits and vegetables is easily turned into an educational experience that can be woven into many core curricular areas, like mathematics, science, reading, social studies, history and the arts. Exercise is easily encouraged when it is fun and makes sense.

To have the greatest impact, we focus our nutrition education efforts on three main areas: the classroom, the cafeteria and the home.

Program activities include Action Awards, Nutrition Advisory Council Awards, and School Nurse Awards to enhance nutrition education at their school sites; Harvest of the Month; Chefs in the Classroom; Farm to School Connection; School Gardens; Physical Activity Programs; After School Programs; Parent Education and Family Events; Resources for Teachers; and Professional Development

MONROVIA UNIFIED SCHOOL DISTRICT*LIA - School/District***Stacy Escarcega**325 E Huntington Drive
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Local Share: \$407,479**State Share: \$203,740****First Funded: FFY 2000****Legislators**

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. David Dreier

CA Sen. Bob Margett

CA Assemblymember Carol Liu

Target Audience

- Ages: PreKindergarten; Kindergarten; Grades 1-12; Adults
- Ethnicities: Asian (2%); African American (13%); Latino (52%); Native American (1%); Caucasian (29%)
- Language: Spanish

Settings

Schools

Partners

Schools; School Food Service; California Project LEAN; Healthcare

Description

Monrovia Unified School District Nutrition Network is continuing to promote nutrition education, physical activity, and food stamps in the schools. Activities include promoting nutrition education and food stamps throughout the community by creating strong partnerships with Food Services, PTA, the Methodist Hospital, the local cable station, *Nutrition Network* LIAs, and regional groups and coalitions.

In order for nutrition education to be integrated in 50% of our classrooms, staff development is conducted in the area of nutrition education and physical activity promotion for parents, teachers, and food service staff.

Monrovia provides and distributes nutrition education materials in the form of our "Food for Thought" Newsletter, nutrition education presentations via KGEM, classroom materials, and Produce of the Month program. Work to increase breakfast participation in 9 targeted schools through marketing efforts, information sharing about Universal Breakfast, and participation in National School Breakfast Week will also be taking place.

MONTEBELLO UNIFIED SCHOOL DISTRICT - NUTRITION SERVICES

LIA - School/District

Piper Mattson, M.S., R.D. Nutrition Education Specialist 1612 Mines Avenue Montebello, CA 90640 Phone: (323) 887-7967 Fax: (323) 722-5371 mattson_piper@montebello.k12.ca.us	Local Share: \$288,727 State Share: \$144,362 First Funded: FFY 1997	Legislators U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Grace F. Napolitano CA Sen. Martha Escutia CA Assemblymember Ronald S. Calderon
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Target Audience

- Ages: PreKindergarten; Kindergarten; Grades 1-12; Young Adults; Adults
- Ethnicities: Asian (5%); African American (0.45%); Latino (91%); Caucasian (4.5%)
- Language: Spanish, Armenian, English

Settings

Schools

Partners

5 partners from: Schools; School Food Service; Local Health Departments; California Project LEAN; Colleges/Universities; University of California Cooperative Extensions; Dairy Council

Description

There are four primary areas of emphasis that follow the social-ecological model: classroom instruction, Nutrition Services sponsored events involving collaboration with school site cafeterias and classrooms, campus-wide nutrition advocacy by students, and education and promotion to families.

Kids Cooking Week, Fruit/vegetable promotion, nutrition-themed promotions, and school meals-themed promotions frame the instructional and "event" efforts. These activities support the objective to disseminate nutrition messages to students, family members and teachers working in parallel with teacher training and efforts to create nutrition focus standards to serve as a framework for sequential nutrition education in all grades.

Through student led organizations, Nutrition Advisory Councils, promotion of personal responsibility for nutrition as well as support for nutrition friendly campuses is taking place. The implementation of the School Health Index is meant to strengthen our efforts for a nutrition friendly campus.

Parent outreach programs, including promoting participation in federal nutrition assistance programs, helps to guide parents to make wise nutrition decisions for all family members.

PASADENA CHURCH OF GOD

Faith Community Outreach Special Project

Dr. Glovioell Rowland

Project Director
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Pasadena, CA 91104

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Grant Amount: \$75,000

First Funded: FFY 1998

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Adam Schiff
CA Sen. Jack Scott
CA Assemblymember Carol Liu

Target Audience

- Ages: All Ages
- Ethnicities: African American (100%)
- Language: English

Settings

Grocery Stores; Faith Organizations

Partners

7 partners from: Local Health Departments; Parks and Recreation; California Project LEAN; Colleges/Universities; University of California Cooperative Extensions; Local Departments of Social Services; Los Angeles Collaborative; Ministerial Alliances

Description

The Pasadena Church of God's Body & Soul Program is a premier, multi-faceted program which engineers nutritional changes within church systems. It hosts a strong Body & Soul Coalition that has instituted social marketing strategies, food policy changes and healthy lifestyle principles across seven low-income African American churches. Pastors inspire congregants to adhere to the 5 to 9 servings of fruit and vegetables per day. The fundamentals of nutrition are presented in conjunction with the Holy Bible's assertion that "Our Bodies are the Temple of God" (1 Corinthians 6:19).

Body & Soul Committees are established in each church. These key ministers and lay leaders design Nutrition Education Seminars and suggest policy platforms ranging from healthy food options at church sponsored events (i.e., revivals, picnics and funerals), eliminating soda from church vending machines and giving land for gardens at church.

Policymakers and retailers have been sensitized to community needs. Dr. Rowland, Body & Soul Director, has chaired the City of Pasadena's Food Policy Council tackling Food Security in Pasadena's Ethnic Communities. Retail Stores have aligned with Body & Soul. Store Managers discuss cost and quality of produce, host grocery store tours, allow food demonstrations and 5 to 9 a day signage. We link Nutrition Education with 5 a Day Walking Clubs and work with City Councilpersons to place Bike Paths in "Our Communities."

Newspaper articles have been a powerful way to frame out Healthy Lifestyle message. The "Ask Pastor Glovioell" Nutrition Education and Physical Activity column in the local African American Weekly newspaper, Pasadena Journal News, reaches over 1,000,000 million yearly readers with its question & answer format based on scriptural principles from the Holy Bible.

PASADENA UNIFIED SCHOOL DISTRICT*LIA - School/District***Katia Ahmed**

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Local Share: \$2,769,431

State Share: \$1,384,716

First Funded: FFY 2003

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Adam Schiff
CA Sen. Jack Scott
CA Assemblymember Dario J. Frommer

Target Audience

- Ages: PreKindergarten; Kindergarten; Grades 1-12; Young Adults; Adults
- Ethnicities: Asian; African American; Latino; Native American; Pacific Islander; Caucasian
- Language: Spanish, Korean, Armenian

Settings

Community Centers; Schools; Grocery Stores

Partners

Schools

Description

The Pasadena Unified School District (PSUD) Nutrition Network Program has formed a collaborated effort between teachers, parents, students, food service staff, school nurses, administrators, community members and students. The program has the goal of increasing the likelihood that PUSD's low-income students and their families consume five fruits and vegetables a day, participate in moderate to vigorous physical activity (60 minutes a day for youth and 30 minutes a day for adults), and participate in food assistance programs. This link creates school environments that reflect a comprehensive commitment to the health and well being of all students.

The program began with a needs assessment of the target audience on their perceptions of preferred healthy eating activities and area of special interest. Teacher trainings focus on integrating and coordinating nutrition education lessons and physical activity programs for students in their classrooms. School nurses have training programs to help them work with students and parents on weight management issues as well as the understanding of child and adolescent behavior, perception, and attitude on healthy eating. Food Service staff will also be trained, to help them realize the importance of positive eating environments and healthy food choices available.

A sample of activities to be conducted for the students and/or community include; Ask the Dietitian booth, Healthy cooking classes, "Walk to School" day, chef demonstrators, nutrition magician, television and radio programs, and many other exciting activities.

CITY OF PASADENA*LIA - City-Government***Mary Urtecho-Garcia**

Nutrition & Physical Activity
Project
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Local Share: \$157,119

State Share: \$78,560

First Funded: FFY 2000

Legislators

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Adam Schiff

CA Sen. Jack Scott

CA Assemblymember Carol Liu

Target Audience

- Ages: Grades 9-12; Young Adults; Adults; Seniors
- Ethnicities: Asian (10%); African American (14.4%); Latino (33.4%); Native American (0.7%); Pacific Islander (0.1%); Caucasian (53.4%); Not indicated=16.0% (2 or more races=3.0%) (16%)
- Language: Spanish, Armenian, English

Settings

Community Centers; Clinics; Schools; Grocery Stores; Farmers' Markets; Faith Organizations; Parks

Partners

25 partners from: Schools; School Food Service; Local Health Departments; Parks and Recreation; California Project LEAN; University of California Cooperative Extensions; Local Departments of Social Services; non-profit agencies; DCFS; etc.

Description

In support of the *Nutrition Network's* goals, the overall goal of this LIA's workplan is to improve the dietary and physical activity behaviors of low-income residents of Pasadena/Altadena, thereby increasing the daily number of fruits and vegetables consumed, promoting daily physical activity and promoting participation in federally-funded nutrition assistance programs. Specifically, this year's objectives that will address these goals are:

1. Implement "Ask the Nutritionist" sessions providing general nutritional information and education at the Villa Parke Farmer's Market. At least 25% of the target group will increase their nutrition knowledge of eating 5 or more fruits and vegetables per day.
2. Conduct the Pasadena Healthy Living Leaders course (a nutrition education, physical activity promotion and healthy lifestyle series). At least 70% of all participants will indicate or demonstrate new knowledge or behavior learned in the PHLL program.
3. Provide nutrition education workshops on making better-informed nutritional/healthy lifestyle choices to youth enrolled in foster child emancipation programs. Approximately 25% of those who attend will report an increase in their preference for better nutritional choices.
4. Offer healthy cooking demonstrations, as part of special ethnic events, The target audience learns how to prepare traditional ethnic foods in a healthier, more nutritious way.

POMONA INLAND VALLEY COUNCIL OF CHURCHES (PIVCC): FOOD SECURITY OUTREACH INITIATIVE

Food Security Special Project

Harry Brown-Hiegel

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Grant Amount: \$54,000

First Funded: FFY 2000

Legislators

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Xavier Becerra

CA Sen. Kevin Murray

CA Assemblymember Mark Ridley-Thomas

Target Audience

- Ages: All Ages
- Ethnicities: Asian; African American; Latino; Caucasian
- Language: Spanish, Vietnamese, Korean, English

Settings

Farmers' Markets

Partners

School Food Service; Local Health Departments; California Project LEAN; Colleges/Universities; University of California Cooperative Extensions; Local Departments of Social Services; Local Churches; City Administrative Staff

Description

This faith-based, ecumenical food security project provides nutrition education and food security interventions and advocacy at two sites serving low-income individuals and families: the Beta Hunger Center and the Pomona Valley Farmers' Market.

The Beta Hunger Center provides emergency food assistance to qualified clients in a wide area in the eastern part of Los Angeles County and San Bernardino County. In 2002, well over 22,000 individuals and families were served. The Farmers' Market currently involves 25 family farmers at its year-round market every Saturday at a well-located church parking lot in Pomona.

In addition to their ongoing basic services, both aspects of the project provide significant Food Stamp promotion as a way of assisting people to be less dependent on emergency food and better able to purchase healthy food in the community, including fresh fruits and vegetables. The project utilizes a software program developed by the Los Angeles Regional Food Bank to ascertain the likelihood of applicants qualifying for Food Stamps and directly assist clients completing Food Stamp applications.

Each Saturday, the Farmers' Market also provides nutrition education and *Network* and *5 a Day* materials to customers through its Nutrition Camp set up at a central location. One Saturday a month the "Ask A Dietitian" program of the Los Angeles County Health Department provides nutrition education services, and two Saturdays a month, nutrition class students from CSU, Pomona, under faculty supervision, conduct food preparation and nutrition classes, and administer food pyramid-oriented class evaluations.

ROSEMEAD SCHOOL DISTRICT*LIA - School/District***Diane Ezzo**

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Local Share: \$136,348**State Share: \$68,173****First Funded: FFY 2001****Legislators**

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Hilda L. Solis

CA Sen. Gloria Romero

CA Assemblymember Judy Chu

Target Audience

- Ages: Kindergarten; Grades 1-8; Adults; Seniors
- Ethnicities: Asian (50%); Latino (45%); Caucasian (3%); No info (2%)
- Language: Spanish, Vietnamese, Cantonese, English

Settings

Schools

Partners

3 partners from: Schools; California Project LEAN; University of California Cooperative Extensions

Description

- "Harvest of the Month" will include samples/packets of nutrition information.
- The Breakfast promotion includes art/essay activities. Flyers with information promoting the school breakfast program will be distributed.
- "Back to School Night" and "Open House" promotes fresh fruit and vegetable tasting and *5 a Day*.
- A "Peace Fair" is comprised of nutrition education lessons and sampling fruits and vegetables.
- "Migrant Education" nutrition is promoted using nutrition education lessons and sampling fruit and vegetables.
- The School Garden projects promote student participation in the growing, learning, and sampling of produce.
- A Nutrition Resource corner is being established to include nutrition education and materials. Cooking carts are utilized for food safety demonstrations, nutrition promotion, and healthy food demonstrations.
- Nutrition education trainings will be conducted to include various topics. *Network* goals-related articles will be published in the "Rosemead Report".
- Web page updates promote *Network* activities and information regarding the importance of consuming fruits and vegetables and being physically active.
- The School Health Index team will be assembled via meetings/trainings; module 1 will be completed and a presentation of results will be conducted.
- Support of community and statewide efforts towards nutrition education and physical activity will be conducted via meetings and *Network*-sponsored trainings/conferences.

SANTA CLARITA VALLEY FOOD SERVICES AGENCY

LIA - School/District

Tracy Fiscella, M.S., R.D. Project Coordinator 25210 Anza Drive Santa Clarita, CA 91355 Phone: (661) 295-1574 x117 Fax: (661) 295-0981 tfiscella@scvsfsa.org	Local Share: \$151,259 State Share: \$75,630 First Funded: FFY 2000	Legislators U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Howard McKeon CA Vacant CA Assemblymember Keith Stuart Richman
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Target Audience

- Ages: PreKindergarten; Kindergarten; Grades 1-6; Young Adults; Adults
- Ethnicities: Asian (1%); African American (3%); Latino (47%); Native American; Pacific Islander (1%); Caucasian (48%)
- Language: Spanish, English

Settings

Schools

Partners

Schools; School Food Service; Newhall Family Resource Center; KidShape

Description

The goal is to strengthen nutrition education efforts from the cafeteria to the classroom to the home among schools in Santa Clarita with >50% of students on free/reduced meals. Santa Clarita Valley Food Services Agency collaborates with schools and organizations such as Project LEAN, 5 a Day, Dairy Council of California, KidShape and the Newhall Family Resource Center to provide nutrition and physical activity education to school administrators, teachers, students and their parents. Our primary objective is to increase participation in our school meal programs, while integrating nutrition education into the curriculum.

Over 120 teachers participate in our Harvest of the Month program, which connects literacy with increased consumption of fruits and vegetables. Harvest of the Month is also an avenue to teach simple food preparation which can be transferred to the student's home and their parents. Teachers receive training to integrate nutrition into their core curriculum with an emphasis on language arts. Strategies include providing training and resources for classroom cooking, promoting school gardens, and Central Kitchen tours/activities. Schools will also receive resources and curriculum for promoting consumption of fruits and vegetables. The establishment of a Nutrition Advisory Council at a site links students to decisions regarding nutritious breakfast and lunch choices at school.

SECOND AFRICAN METHODIST EPISCOPAL CHURCH*Faith Community Outreach Special Project***Rev. Edna D. Stafford**

Project Director
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Los Angeles, CA 90037

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Grant Amount: \$75,000

First Funded: FFY 1999

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Maxine Waters
CA Sen. Kevin Murray
CA Assemblymember Mark Ridley-Thomas

Target Audience

- Ages: Adults
- Ethnicities: African American (100%)
- Language: English

Settings

Farmers' Markets; Restaurants; Faith Organizations

Partners

6 partners from: California Project LEAN; University of California Cooperative Extensions; Community Health Council Reach 2010; Church partners; LA Fitness Gym

Description

This church with a congregation size of 600-650 members, is continuing its Health Ministry with the focus on Nutrition Education and Physical Activity promotion for the congregation, partnering churches, and the surrounding community of low-income residents. The church continues to collaborate with the American Heart Association, African American Diabetes Association, WIC, Project Lean, Los Angeles Department of Health Services, Reach 2010, LA BIND, Foshay Middle School in Los Angeles, Elementary and Junior High Schools in the Compton Unified School District, African American Community Center, We Care Residential Center, Mothers in Action Agency, Cedars Sinai Medical Center Community Outreach, American Red Cross, The Neighborhood Council for the 9th District and five area churches to provide ongoing nutrition cooking demonstrations and physical activity promotion. The church subcontracts with a RD from LA BIND for nutrition/cooking classes.

Church bulletins, flyers, pulpit messages, and other organizational newsletters, the local community market and food distribution centers also communicate our nutritional/physical activity messages.

Special events will continue to include field trips to farmers' markets, the annual all Men's Cook-Off, Walk-a-Thon and an annual summer Health Fair. We will continue our monthly after service food demonstrations and healthy food sampling with instructions and recipe distribution from LA BIND. This project is evaluating its impact of fruit and vegetable intake and physical activity habits of program participants with the CPNS survey tools. Program evaluation also includes the number of materials distributed, attendance records, class outlines, meeting minutes, outreach records and sign-in sheets.

SUSTAINABLE ECONOMIC ENTERPRISES OF LOS ANGELES - HOLLYWOOD FARMERS MARKET

Food Security Special Project

Pompea Smith

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Grant Amount: \$43,762

First Funded: FFY 2000

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Diane Watson
CA Sen. Kevin Murray
CA Assemblymember Jackie
Goldberg

Target Audience

- Ages: All Ages
- Ethnicities: Asian (16%); African American (44%); Latino; Caucasian (33%)
- Language: Spanish, English

Settings

Community Centers; Schools; Farmers' Markets; Faith Organizations

Partners

Schools; Local Health Departments; Parks and Recreation; California Project LEAN; University of California Cooperative Extensions; Local Departments of Social Services; Council Offices; Local non-profit orgs.

Description

This fourth-year food security project is an outgrowth of the very successful Hollywood Farmers' Market and is aimed at the establishment, operation, and sustainability of small satellite farmers' markets in low-income neighborhoods in Hollywood and South Central Los Angeles.

The overarching goal of the project is to increase food and vegetable consumption and encourage healthier food choices by Los Angeles' low-income residents to promote health and prevent disease. Four high impact objectives support progress towards achieving the goal in the target neighborhoods including the convening of two focus groups to identify site for the project's "Good Cooking" classes and the design and delivery of three sets of six week practical nutrition education classes at the selected locations.

The second goal of the project is to improve low-income food shoppers' access to farmers' markets and locally grown, budget-friendly fresh produce. Towards that end, the project will continue to operate the first Farm-to-Table farmers' markets and a third farmers' market will be developed at a Central Avenue location.

A resource development plan will be initiated for new farmers' markets including the establishment of a market budget, the development and implementation of a customer survey, assessment of the feasibility of new operations at new sites, and meetings with local community organizations to help plan new farmers' markets, and expediting the permit and funding process.

UNIVERSITY OF CALIFORNIA COOPERATIVE EXTENSION, LOS ANGELES COUNTY*5 a Day-Power Play! Campaign Regional Lead Agency***Marvin Espinoza**

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First Funded: FFY 1999

Legislators

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Hilda L. Solis

CA Sen. Gloria Romero

CA Assemblymember Ronald S.
Calderon

Target Audience

- Ages: Grades 4, 5
- Language: Spanish, English

Settings

Schools; Grocery Stores; Farmers' Markets; Restaurants; Community Youth Organizations; Media; Non-profits

Partners

80 partners from: Schools; School Food Service; Local Health Departments; Parks and Recreation; California Project LEAN; Colleges/Universities; University of California Cooperative Extensions; Local Departments of Social Services; Community Youth Organizations/Afterschool Programs; Restaurants; Supermarkets

Description

University of California Cooperative Extension acts as the Los Angeles Region lead agency for the *California Children's 5 a Day—Power Play! Campaign*. During 2004, the region will reach 9- to 11-year-old children with the 5 a Day and physical activity messages through activities conducted with schools, community youth organizations, farmers' markets, supermarkets, food services/restaurants and the media. The lead agency will recruit participation from a variety of community organizations and adult intermediaries with direct access to 9- to 11-year-old children and their parents; provide materials, training and technical assistance to participating organizations; work with partners to institute community- and organizational-level policy, systems, and environmental changes; conduct media and public relations outreach targeting children, parents, adult intermediaries, opinion leaders, and policymakers; enhance connections among participating organizations; and facilitate a regional 5 a Day—Power Play! Steering Committee. In addition, the lead agency will coordinate with other CPNS-funded projects in the region, including participating in the regional *Network* collaborative. Through these activities, the lead agency will ensure that the Campaign achieves at least 336,000 impressions with the region's 168,382 low-income 9- to 11-year-old children. The Los Angeles Region includes Los Angeles County only.

UNIVERSITY OF CALIFORNIA COOPERATIVE EXTENSION, LOS ANGELES COUNTY*LIA - University of California Cooperative Extension*

Rachel Surls Director 4800 E Cesar E Chavez Ave Los Angeles, CA 90022-1307 Phone: (323) 838-8325 Fax: (323) 838-7449 ramabie@ucdavis.edu	Local Share: \$200,000 State Share: \$100,000 First Funded: FFY 2000	Legislators U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Hilda L. Solis CA Sen. Gloria Romero CA Assemblymember Ronald S. Calderon
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Target Audience

- Ages: Young Adults; Adults; Seniors
- Ethnicities: Asian (6%); African American (20%); Latino (59%); Native American (1%); Pacific Islander (1%); Caucasian (14%)
- Language: Spanish, English

Settings

Community Centers; Schools; Grocery Stores; Farmers' Markets; Community Gardens, School Garden Programs

Partners

Schools; Local Health Departments; University of California Cooperative Extensions; Community Development Commission; Community Gardens, Other agencies and community programs

Description

The Fresh from the Garden Program will promote gardening, fresh produce consumption and physical activity to low-income families and teachers associated with school gardens through workshop lessons.

Forty-five to sixty minute lessons are grouped into 2 categories (Cool Weather and Warm Weather Vegetables). Each lesson contains an overview of the topic, cultivation and harvesting (if appropriate), nutrition, handling and preparation information, recipes and an English/Spanish handout.

The Senior Initiative Program promotes healthy eating and physical fitness and provides information about access to federal nutrition assistance programs to senior residents of public housing in Los Angeles County.

Presentations to housing sites residents' councils are used to determine topics of interest and tailor the classes and activities to the needs and interests of the seniors at each site. Workshops will focus on nutrition education for seniors, food safety, budgeting food dollars, food stamp promotion and physical activity promotion.

The Nutrition and Physical Fitness Program contacts Schools, Head Starts, WIC Offices and clinics, Principals, School Coordinators, Nutritionists, Nurses, etc., and offers our program to their low-income clientele. The curriculum is divided in six lessons and one mini class at a Farmer's Market or Grocery Store. All participants will receive class materials and a certificate of participation a graduation.

VAUGHN NEXT CENTURY LEARNING CENTER*LIA - School/District*

Suzanne Llamas Project Director 13330 Vaughn Street San Fernando, CA 91340 Phone: (818) 834-1553 Fax: (818) 834-9036 s_llamas2@hotmail.com	Local Share: \$90,960 State Share: \$45,480 First Funded: FFY 2000	Legislators U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Howard L. Berman CA Sen. Richard Alarcon CA Assemblymember Cindy Montanez
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Target Audience

- Ages: PreKindergarten; Kindergarten; Grades 1-8
- Ethnicities: African American (2%); Latino (98%)
- Language: Spanish, English

Settings

Schools

Partners

7 partners from: School Food Service; Local Health Departments; Colleges/Universities; Local Departments of Social Services; MEND (Mend Each Need With Dignity); Food 4 Less Market

Description

The goal of our program is to empower students and parents to make healthy eating choices. We educate them in nutrition and provide them with many opportunities and activities to experience and analyze food choices. The activities we create form a connection between the classroom, the cafeteria, and their homes.

The Parent/Student Outreach Worker goes into the classroom and teaches the students and parents how to prepare quick, delicious and nutritious meals and snacks that they can replicate at home. Teachers follow-up these activities with lessons of their own on food choices, eating habits, nutritional value of various foods, and the importance of fruits and vegetables in their diet. They use these opportunities to integrate the language arts, math, science, and social studies skills in their health science curriculum and they discuss related health problems and the importance of including physical activity in their daily routines. The students also participate in a Gardening Club program that teaches them to grow their own vegetable garden and how to prepare their produce for meal consumption.

Teachers are supported by staff development, stipends that support instruction, health clinic partnerships and the use of the Nutrition Discovery Center in our school library.

The Nutrition Student Council becomes responsible for educating their peers by presenting weekly "Fruit and Vegetable Nutrition Facts." They conduct student surveys, participate in "Classroom Cook-off," "Nutrition Camp" activities and they work with the cafeteria for the "Vegetable Taste Testing" activity. They also go into the community with their own taste testing activities. The most valuable result is that the students are now becoming vocal in nutrition advocacy.

WEINGART YMCA*Physical Activity and Nutrition Resource Center***Lottie Cleveland**

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Los Angeles, CA 90044

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Grant Amount: \$85,254

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Maxine Waters
CA Sen. Edward Vincent
CA Assemblymember Mark Ridley-Thomas

Target Audience

- Ages: All Ages
- Ethnicities: African American; Latino
- Language: Spanish, English

Settings

Community Centers; Clinics; Schools; Farmers' Markets; Faith Organizations; YMCA sites

Partners

8 partners from: Schools; Local Health Departments; California Project LEAN; University of California Cooperative Extensions; Healthcare; National Organizations

Description

As a Physical Activity Resource Center, our goals are to provide technical resource support within the areas of nutrition education and physical activity to community leaders within South Central. The purpose is to assist in effectively changing the eating behavior among low income African-American and Latino women and establish learning through the promotion of physical activity and implementation of a nutrition outreach mechanism. Because of the YMCA's familiarity and current involvement with this population, the YMCA along with collaborating agencies will work together to educate families and communities about healthy eating and increased physical activity through:

- Linking physical activity providers and nutrition providers.
- Promoting healthy lifestyle through nutrition classes.
- Coordinating Spring community event/Healthy Kids Day
- Coordinating a YMCA monthly family nite (healthy fruit and vegetable taste testing)
- Organizing California Be Active walking clubs

North Central Coast Region

Monterey, San Benito, and Santa Cruz Counties



REGIONAL LEAD AGENCIES

California Nutrition Network

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Chronic Disease Prevention Branch
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5 a Day-Power Play! Campaign

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Latino 5 a Day Campaign

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ALISAL UNION SCHOOL DISTRICT*LIA - School/District*

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 Food Services Supervisor
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Local Share: \$1,644,444
State Share: \$822,222
First Funded: FFY 1996

Legislators
 U.S. Sen. Dianne Feinstein
 U.S. Sen. Barbara Boxer
 U.S. Rep. Sam Farr
 CA Sen. Jeffery Denham
 CA Assemblymember Simon
 Salinas

Target Audience

- Ages: PreKindergarten; Kindergarten; Grades 4, 5; Young Adults; Adults
- Ethnicities: Asian (3%); Latino (76%); Caucasian (20%); no info (1%)
- Language: Spanish, Tagalog, English

Settings

Schools; Health Fairs & Parent meetings

Partners

Schools; School Food Service; Local Health Departments; Parks and Recreation; California Project LEAN; Colleges/Universities; Local Departments of Social Services; Food Bank

Description

The primary goal is to provide nutrition education and to promote physical activity among students and parents of the Alisal Union School District (AUSD). This goal is achieved primarily through certificated teachers who work for the *5 a Day* Program within the district. Classroom presentations are scheduled with the teachers and lesson plans are created to correlate with the promotion and education of the importance of the consumption of 5 fruits and vegetables per day. The lessons also correspond to the standards to allow for uninterrupted learning and the goal of increased test scores. Hands-on activities are planned to encourage the students to taste foods and recognize fruits and vegetables. The nutritional value of fruits and vegetables are also discussed. The promotion of physical activity is incorporated into the lesson plans and a correlation between healthy eating and physical activity is made to demonstrate the importance of both.

Pre-school students are taught about fruits and vegetables through means such as tasting, touching, smelling, songs, dance, etc. The promotion of physical activity is included in the total learning experience. Curriculum kits are given to the teachers to encourage the continuation of these lessons throughout the year.

Parents are an important part of the retention of learning for our students so the program provides classes on nutrition for the parents. Cooking demos using fruits and vegetables, label reading, cost comparisons, and healthy cultural foods are demonstrated. The promotion of family physical activity is also taught.

Health Clubs, gardens, after school programs, newsletters, etc., are also a part of the educational process of teaching the message of *5 a Day* in AUSD.

COMMUNITY BRIDGES

5 a Day—Power Play! Campaign Regional Lead Agency

Denise Gannon

Community Nutrition Manager
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First Funded: FFY 2003

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Sam Farr
CA Sen. Bruce McPherson
CA Assemblymember Simon
Salinas

Target Audience

- Ages: Grades 4, 5
- Language: Spanish, English

Settings

Schools; Grocery Stores; Farmers' Markets; Restaurants; Community Youth Orgs; Media

Partners

5 partners from: Schools; School Food Service; Parks and Recreation; California Project LEAN; Community Youth Organizations/Afterschool Programs

Description

Community Bridges acts as the Central Coast Region lead agency for the *California Children's 5 a Day—Power Play! Campaign*. During 2004, the region will reach 9- to 11-year-old children with the *5 a Day* and physical activity messages through activities conducted with schools, community youth organizations, farmers' markets, supermarkets, food services/restaurants and the media. The lead agency will recruit participation from a variety of community organizations and adult intermediaries with direct access to 9- to 11-year-old children and their parents; provide materials, training and technical assistance to participating organizations; work with partners to institute community- and organizational-level policy, systems, and environmental changes; conduct media and public relations outreach targeting children, parents, adult intermediaries, opinion leaders, and policymakers; enhance connections among participating organizations; and facilitate a regional *5 a Day—Power Play!* Steering Committee. In addition, the lead agency will coordinate with other CPNS-funded projects in the region, including participating in the regional *Network* collaborative. Through these activities, the lead agency will ensure that the Campaign achieves at least 18,000 impressions with the region's 9,193 low-income 9- to 11-year-old children. The Central Coast Region includes Santa Cruz, San Benito, and Monterey Counties.

COMMUNITY BRIDGES*Latino 5 a Day Campaign Regional Lead Agency***Denise Gannon**

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Grant Amount: \$90,000

Legislators

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Sam Farr

CA Sen. Bruce McPherson

CA Assemblymember Simon
Salinas

Target Audience

- Ages: Young Adults; Adults
- Ethnicities: Latino
- Language: Spanish, English

Settings

Clinics; Grocery Stores; Farmers' Markets; Festival; Direct Health Service Providers; Community Based Organization

Partners

19 partners from: Schools; Local Health Departments; California Project LEAN; Community-Based Organizations; Direct Health Service Providers

Description

Community Bridges serves as the Regional Lead Agency for the *Latino 5 a Day Campaign* in the Central Coast. Throughout 2004, the region will work with the target community and public/private partners to reach Spanish-language dominant and English-speaking Latino adults, aged 18-54 years, with *5 a Day* and physical activity information and opportunities for action. The region is funded currently to coordinate a community coalition and oversee implementation of the Campaign's components, which include interventions conducted at large Latino festivals, farmers'/flea markets, supermarkets and neighborhood grocery stores, direct health service provider organizations, and community clinics. These regional activities, which reach nearly 68,964 Latinos annually, are reinforced with bilingual television, radio, and outdoor advertisements and public relations activities.

MONTEREY COUNTY DEPARTMENT OF PUBLIC HEALTH*LIA - Local Health Department***Joann Godoy**

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Local Share: \$609,884

State Share: \$304,942

First Funded: FFY 1998

Legislators

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Sam Farr

CA Sen. Jeffery Denham

CA Assemblymember Simon
Salinas

Target Audience

- Ages: PreKindergarten; Kindergarten; Grades 1-6
- Ethnicities: Latino (85%); Caucasian (15%)
- Language: Spanish, English

Settings

Schools; Farmers' Markets

Partners

15 partners from: Schools; School Food Service; Local Health Departments; California Project LEAN; Colleges/Universities; University of California Cooperative Extensions; Local Departments of Social Services; Public Library

Description

The Monterey County Health Department Family & Community Nutrition Program partners with the Salinas Adult School, Salinas City Elementary School District, Hartnell Community College Child Development Center, Salinas Public Library and Monterey County Free Libraries. These partnerships provide a dynamic mix of community nutrition education activities to more than 12,000 low-income families living in the city of Salinas

Students and their families "learn by doing" a variety of innovative nutrition education and physical activity promotion activities in elementary school classrooms and cafeterias, school gardens, child development centers, public libraries and at certified farmers' markets and other community events and conferences.

From June through November, La Cocina Alegre provides cooking demos at the Alisal Community Certified Farmers' Market. Hundreds of school children participate in walking field trips to the Market. Nutrition education comes alive at the Salinas Adult School Family Garden. Nutrition education is combined with family literacy, ESL, parent and early childhood education, and physical activity promotion for more than 1,500 students of all ages and abilities as they plant and harvest fruits and vegetables and prepare recipes fresh from the garden.

Throughout the year *Network* staff participate in community events (Spring Into Health, Kid Fest, Early Childhood Education Conference, Parent University, Children's Story Festival, Labor of Love, Farm Day, and school carnivals and family fun nights). Staff wearing life-size fruit and vegetable costumes serve fresh fruits & vegetables provided by local growers. Nutrition Olympics provide fun, remove barriers and help to increase the appeal of healthy foods and active play.

MONTEREY COUNTY HEALTH DEPARTMENT - CHRONIC DISEASE PREVENTION BRANCH

California Nutrition Network Regional Lead Agency

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Grant Amount: \$143,540

First Funded: FFY 1999

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Sam Farr
CA Sen. Bruce McPherson
CA Assemblymember John Laird

Target Audience

- Ages: Young Adults; Adults
- Ethnicities: Latino (100%)
- Language: Spanish, English, Oaxacan

Settings

Community Centers; Clinics; Schools; Grocery Stores; Community Based Organization

Partners

59 partners from: Schools; School Food Service; Local Health Departments; Parks and Recreation; California Project LEAN; University of California Cooperative Extensions; Local Departments of Social Services; Community-Based Organizations; Food Security Organizations

Description

The Monterey County Health Department serves as the California Project LEAN Regional Lead Agency for the North Central Coast, coordinating the Nutrition and Fitness Collaborative of the Central Coast. The Collaborative is made up of 59 organizations whose vision is "all Central Coast residents practice healthy eating and physical activity in communities that value, support and promote these life-long behaviors." The Collaborative's goals are (1) reduce obesity, especially among children; (2) increase physical activity levels; and (3) increase access to affordable, nutritious food. Through the Collaborative, the region coordinates communication and strengthens relationships with all *Network*-funded Local Incentive Awardees and Special Projects. Projects were surveyed for training needs and through the Collaborative will be provided with training opportunities. Region staff provide technical assistance to projects when requested.

Region staff serve as experts for media inquiries and activities occurring in the region, including coordination of activities for State-sponsored media campaigns such as National 5 A Day Week and Spring Into Health.

The Region's Community Based Social Marketing plan targets low-income Hispanic women in selected areas to increase fruit and vegetable consumption and physical activity. Activities include distributing messages in English and Spanish on patient reminder cards, providing community nutrition classes, taste tests and recipe distributions in grocery stores, Promotores de Salud, and supporting agency policy changes to encourage healthy meetings and events. Free print and broadcast media are utilized to provide reinforcement for the face-to-face activities.

SANTA CRUZ CITY SCHOOLS - BRANCIFORTE ELEMENTARY*LIA - School/District***Jessica Curcio**

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Local Share: \$139,007

State Share: \$69,504

First Funded: FFY 2002

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Sam Farr
CA Sen. Byron Sher
CA Assemblymember John Laird

Target Audience

- Ages: PreKindergarten; Kindergarten; Grades 1-5
- Ethnicities: Asian (3.7%); African American (2.8%); Latino (65.3%); Native American (0.3%); Pacific Islander (0.6%); Caucasian (22.4%); Filipino (0.6%)
- Language: Spanish, Tagalog, Mandarin, English

Settings

Schools; Grocery Stores; Farmers' Markets; Local Farms

Partners

5 partners from: School Food Service; Local Health Departments; California Project LEAN; Life Lab Science Program; Community Alliance with Family Farmers

Description

The program works to increase the number of Branciforte Elementary students and family members who consume at least five servings a day of fruits and vegetables and participate in daily physical activity. Activities include nutrition education and physical activity promotion in the school garden, classroom, cafeteria, afterschool program, and school-wide events. The featured monthly produce is emphasized through nutrition education lesson plans, bulletin boards, cooking with garden produce, and garden-based nutrition lessons. Local farmers also visit classrooms to promote local produce. All school-wide events include nutrition education and physical activity promotion. *5 a Day* cooking and gardening activities are promoted in the monthly bilingual Garden Nutrition Newsletter, distributed to all school families.

The program increases collaborative local, regional and statewide efforts to expand nutrition education and physical activity promotion to low-income families in Santa Cruz County. Efforts include participation in the Food & Fitness Coalition, Project LEAN, *5 a Day–Power Play!*, our site-based Student Nutrition Advisory Council and *Network*-sponsored trainings and conferences. Finally, the program distributes information to Branciforte Elementary family members to encourage participation in federal and local food assistance programs.

SANTA CRUZ COUNTY HEALTH DEPARTMENT*LIA - Local Health Department***Heidi Lidtke, RD**

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Local Share: \$1,152,122**State Share: \$576,061****First Funded: FFY 2002****Legislators**

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Sam Farr

CA Sen. Byron Sher

CA Assemblymember John Laird

Target Audience

- Ages: PreKindergarten; Kindergarten; Grades 1-6; Adults; Seniors
- Ethnicities: Asian (0.6%); African American (0.4%); Latino (92%); Native American (0.8%); Caucasian (6%)
- Language: Spanish, English

Settings

Schools; Farmers' Markets

Partners

4 partners from: Schools; School Food Service; Local Health Departments; California Project LEAN

Description

A four-pronged approach is planned for FY 2003-04. This program works in 4 main areas to increase fruit and vegetable consumption and physical activity among Santa Cruz County's low-income residents by:

- Preschools: The program provides nutrition education and promotes fruit and vegetable consumption by supplying nutrition education materials that meet California standards. This program also provides nutrition education to the preschool teachers.
- Schools: Support nutrition education and promote fruit and vegetable consumption and physical activity by providing: nutrition education materials that meet California standards and support to elementary schools teachers; nutrition education classes in each classroom; nutrition education in the garden; cooking classes; farm field trips for all fourth grade classes; farmer visits to fourth grade classes; fruit/vegetable taste testing in the cafeteria; and nutrition Olympics at each school
- Family: Provide nutrition education and promote fruit and vegetable consumption to families by co-sponsoring parent education at school/preschool sponsored health fairs and group meetings and soliciting involvement in School Advisory Committee (SNAC) meetings.
- Community: Promote fruit and vegetable consumption and physical activity in the community by participating in community collaborative and coalitions and developing and actualizing nutrition education presentations to PVUSD and Santa Cruz City school boards, Watsonville City Council and Santa Cruz County Board of Supervisors.

SECOND HARVEST FOOD BANK OF SANTA CRUZ AND SAN BENITO COUNTIES

Food Security Special Project

Lee Mercer

Program Representative

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Grant Amount: \$40,000
First Funded: FFY 2003
Legislators

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Sam Farr

CA Sen. Bruce McPherson

 CA Assemblymember Simon
Salinas

Target Audience

- Ages: All Ages
- Ethnicities: Asian (1%); African American (2.6%); Latino (44.8%); Native American (1.5%); Pacific Islander; Caucasian (46.9%); Other (1.8%)
- Language: Spanish, English

Settings

Community Centers; Schools; Faith Organizations; Food Distribution Sites

Partners

7 partners from: Colleges/Universities; Garden, farm and Ag Groups; Nutrition agency partners

Description

The major objectives of the project are to:

- Participate in convening and operating a Food Policy Council.
- Assess food security resources, produce and print a manual.
- Develop materials and use to promote local food security resources.
- Solicit donations of fruits and vegetable seeds and seedlings.
- Distribute seeds and seedlings to low-income clients.
- Organize gleaning at area farms and gardens.
- Facilitate 5 a Day nutrition and organic farming workshops.

The project will be coordinated by a half-time (.5 FTE) Food Security and Nutrition Advocate to be hired to work under the supervision of the Education and Outreach Coordinator of the Second Harvest Food Bank. The Food Security and Nutrition Advocate will be responsible for project tasks including food policy council organizing, developing a food security manual, soliciting seeds, seedlings and gleaning opportunities, and facilitating nutrition and organic farming workshops for low-income clients.

The initiative will be evaluated by its success in organizing the food policy council and the production of a food security manual; on quantities of seeds and seedlings distributed, gleanings organized; and nutrition and organic farming workshops carried out. Quantity of outreach materials produced and distributed promoting food security resources will also be measured.

North Coast Region

Del Norte, Humboldt, Lake, Mendocino, Napa, and Sonoma Counties



REGIONAL LEAD AGENCIES

California Nutrition Network

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5 a Day-Power Play! Campaign

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CALISTOGA JOINT UNIFIED SCHOOL DISTRICT*LIA - School/District***Joni Stellar**

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Local Share: \$115,968**State Share: \$57,983****First Funded: FFY 2003****Legislators**

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Mike Thompson
CA Sen. Wesley Chesbro
CA Assemblymember Patricia Wiggins

Target Audience

- Ages: PreKindergarten; Kindergarten; Grades 1-6; Young Adults; Adults
- Ethnicities: Asian (0.6%); African American (0.6%); Latino (65%); Native American (1.6%); Pacific Islander (0.2%); Caucasian (32%)
- Language: Spanish, English

Settings

Community Centers; Clinics; Schools; Grocery Stores; Farmers' Markets; Faith Organizations

Partners

10 partners from: Schools; School Food Service; Local Health Departments; Parks and Recreation; California Project LEAN; Colleges/Universities; University of California Cooperative Extensions; Local Departments of Social Services; Family Resource Center; Boys' and Girls' Club

Description

Target populations receive a variety of individual and interpersonal programs during the summer of 2004: a variety melon tasting at a Family Resource Center Summer Barbeque; garden-based lesson ideas for summer school teachers; a fruit tasting in the school cafeteria during the last week of summer school; a series of Family Nutrition and Fitness classes for parents; and fun cooking and fitness classes for the Boys' and Girls' Club.

Staff collaborates with the Calistoga Farmers' Market to enable Food Stamp Recipients to shop at the Market. A table at the Market publicizes Calistoga's School Garden and parent nutrition classes and provides free fruit and vegetable recipes plus activities and prizes for children.

Monthly Nutrition Newsletters go home with the Monthly School Menu, featuring the Harvest of the Month foods in fun easy recipes and fun family fitness activities. Nutrition facts help parents and kids make better sense of nutrition labels on food packages.

The CJUSD Nutrition and Fitness Committee is developing a Nutrition and Fitness Policy for the school district and staff participate in collaborative efforts, such as the Northcoast Nutrition and Fitness Collaborative. Staff also partner with the Calistoga Parks and Recreation Department and other City officials to develop and promote a Walk or Bike to School or Work Day.

DEL NORTE UNIFIED SCHOOL DISTRICT*LIA - School/District***Helga Burns**

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Local Share: \$639,926

State Share: \$319,963

First Funded: FFY 1999

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Mike Thompson
CA Sen. Samuel Aanestad
CA Assemblymember Patty Berg

Target Audience

- Ages: All Ages
- Ethnicities: Asian (18%); Latino (15%); Native American (20%); Caucasian (47%)
- Language: Spanish, Hmong, English, Native American Dialects, Tolowa

Partners

12 partners from: Schools; School Food Service; Local Health Departments; Parks and Recreation; California Project LEAN; Colleges/Universities; University of California Cooperative Extensions; Local Departments of Social Services; SHAPE; Del Norte Child Care Council; Children and families Commission; Community Assistance Network

Description

The objectives of the project for the coming contract year include:

- Participating in regional coalitions and meetings to share experiences, successes, ideas, etc., as well as attending *Network* trainings;
- Identifying various activities within the community and school district to incorporate and promote physical activity and implement a minimum one physical activity event, such as Walk To School Day;
- Providing age-appropriate nutrition education to elementary and junior high school age students through high school "Student Advocates" lessons, school gardens, after school and recreation programs, and nutrition education/PA activities/events;
- Providing training promoting *Nutrition Network* Goals to teachers within the district; and
- Integrating physical activity messages into nutrition education materials given to students.

The School Nutrition Council and Physical Activity Committee (SNAC-PAC) will support nutrition projects within the district and community and implement Module 1 of the School Health Index.

Trained teens will be active in community-wide events.

The project is working with the local Social Services Department to provide opportunities for the promotion of the Food Stamp Program and exploring the possibility of starting a summer lunch program within the school district.

FOOD FOR PEOPLE, INC.*Food Security Special Project*

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Grant Amount: \$40,000

First Funded: FFY 2002

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Mike Thompson
CA Sen. Wesley Chesbro
CA Assemblymember Patty Berg

Target Audience

- Ages: Grades 1-12
- Ethnicities: Asian (4%); African American (2%); Latino (8%); Native American (12%); Caucasian (74%)
- Language: Spanish, English

Settings

Schools; Farmers' Markets

Partners

8 partners from: Schools; School Food Service; Local Health Departments; California Project LEAN; Colleges/Universities; University of California Cooperative Extensions; Food Bank; Farmers

Description

This first-year food security project is aimed at improving access to locally produced fruits and vegetables along with appropriate nutrition education, to low-resource public schools in Humboldt County, and increasing collaborative partnerships to expand nutrition and physical activity opportunities to low-income families in the county.

During the first half of the year, the project will survey and assess at least 70% of the 34 low-resource schools in the county to determine their interest, resources, and capability to participate in establishing and expanding local farm-to-school activities. During similar timeframe, the project will also survey at least 50 local farmers to determine their production capabilities and the availability of crops for a farm-to-school program.

Based on the survey data, the project will identify a wide variety of public and private sector community resources that are available to help facilitate and maintain farm-to-school connections, and midway through the project year, sponsor a community-based educational forum for at least 50 participants including parents, teachers, school administration, and farmers about the farm-to-school potential in Humboldt County.

By the end of the project year, largely based on the outcomes of the forum, the project will identify the next steps for the local Food Policy Coalition to take including what resources are needed to fully implement a farm-to-school project and what collaborations and funding are necessary.

HUMBOLDT COUNTY HEALTH AND HUMAN SERVICES DEPARTMENT, PUBLIC HEALTH BRANCH

California Nutrition Network Regional Lead Agency

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Local Share: \$141,704

State Share: \$70,852

Grant Amount: \$155,800

First Funded: FFY 2002

Legislators

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Mike Thompson

CA Sen. Wesley Chesbro

CA Assemblymember Patty Berg

Target Audience

- Ages: Young Adults; Adults
- Ethnicities: Latino; Caucasian
- Language: Spanish, English

Settings

Community Centers; Clinics; Grocery Stores; Food Bank

Partners

Local Health Departments; California Project LEAN; University of California Cooperative Extensions; Local Departments of Social Services; Food Bank; Head Start; WIC

Description

As a result of the intervention with Hispanic WIC families in Fortuna and Crescent City during the last contract year, modifications have occurred in the state share work plan. Grocery store tours were not a preferred method of receiving nutrition information when the population was surveyed. Classes were held last year but not well attended. A new employee will be hired to deliver nutrition information to the Hispanic population in Fortuna. This employee will be conducting more research in order to determine the best channels of delivery for nutrition information. Crescent City did not have a facility for clients to meet and will not be a part of the plan this year.

Recipe cards to support the video were developed and are being distributed by Winco Foods. Distribution of the video, "Lightning Meals: A Veggie Variety", continues. Radio and television ads are running at this time. EBT card use and the purchase of vegetables are the topics of the commercials.

A training plan has been developed and pilot tested for intermediaries. A training will be held for all intermediaries on March 17, 2004.

A preliminary production meeting has been held and a production date has been set for the next video. Research with the target population revealed that education on the use of commodity foods is needed. This will be the topic of the video to be produced in July.

The production of a television commercial addressing the nutritive value of fresh, frozen and canned vegetables is being planned. Focus groups will be held in March to determine the population's identification with a spokesperson.

HUMBOLDT COUNTY OFFICE OF EDUCATION

LIA - County Office of Education

Julie Booth

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Local Share: \$186,492

State Share: \$93,246

First Funded: FFY 2002

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Mike Thompson
CA Sen. Wesley Chesbro
CA Assemblymember Patty Berg

Target Audience

- Ages: Grades 1-5, 8-12
- Ethnicities: Asian (2%); African American (1%); Latino (6%); Native American (11%); Caucasian (81%)
- Language: Spanish, English

Settings

Schools

Partners

6 partners from: Schools; School Food Service; Local Health Departments; California Project LEAN; University of California Cooperative Extensions; Farm to School

Description

Acting as the lead agency, the Humboldt County Office of Education coordinates the *Nutrition Network* funded programs offered through county-based Community schools and special education classes as well as a consortium of school districts. Efforts focus on the importance of vegetables and fruit and promotion of regular physical activity. Activities include classroom nutrition education and cooking activities, Harvest of the Month, *5 a Day—Power Play!* community and school wide nutrition related events. Professional development and networking opportunities for staff include training on the foundations of nutrition, SPARK, and classroom cooking.

MANILA COMMUNITY SERVICES DISTRICT

LIA - City-Government

Beverly Prosser 1901 Park Street Arcata, CA 95521 Phone: (707) 445-3309 Fax: (707) 445-0979 manilacsd1@aol.com	Local Share: \$64,802 State Share: \$32,401 First Funded: FFY 1999	<u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Mike Thompson CA Sen. Wesley Chesbro CA Assemblymember Patty Berg
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Target Audience

- Ages: All Ages
- Ethnicities: Asian (5%); African American (5%); Latino (10%); Native American (25%); Caucasian (55%)
- Language: Spanish, English

Settings

Community Centers; Schools

Partners

4 partners from: Schools; California Project LEAN; University of California Cooperative Extensions; Redwood Community Action Agency; Straight Up; AmeriCorps

Description

- MCSD's Building Healthy Peninsula Communities Project provides nutrition education and physical education activities including promoting awareness of the need to eat 5 to 9 servings of fruits and vegetables per day and the need to obtain 60 minutes of physical exercise every day for youth; 30 minutes for adults; and
- Nutrition education and physical education activities are facilitated during community events and workshops; programs for youth, teens, seniors, parents, and families; and
- Building Healthy Peninsula Communities Project nutrition activities include the development of a 2005 Community Calendar featuring children's art and healthy recipes; and
- Building Healthy Peninsula Communities Project nutrition activities include the development of the Manila Cookbook, featuring elder histories and community history together with selected recipes from elders and other sources to promote community health and pride.

MENDOCINO COUNTY OFFICE OF EDUCATION*LIA - County Office of Education***Ruth Hubbell**

Project Coordinator
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Ukiah, CA 95482

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Local Share: \$248,145

State Share: \$124,070

First Funded: FFY 2003

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Mike Thompson
CA Sen. Wesley Chesbro
CA Assemblymember Patty Berg

Target Audience

- Ages: PreKindergarten; Kindergarten; Grades 1-12; Young Adults
- Ethnicities: Asian (2%); African American (1%); Latino (46%); Native American (7%); Caucasian (44%)
- Language: Spanish, Cantonese, English

Settings

Schools

Partners

6 partners from: Schools; School Food Service; Local Health Departments; California Project LEAN; National Organizations; First Five, Mendocino

Description

Acting as the lead agency, the Mendocino County Office of Education coordinates the *Network* funded programs offered through five school districts. Objectives and Activities for this contract include:

- Increase knowledge and awareness of the importance of consuming five servings of fruits and vegetables a day and getting 60 minutes of physical activity daily. This will be done through (1) nutrition education classes both in the classroom and the gardens; (2) newsletters home to families; and (3) organization of health fairs at each district site participating in the program.
- School districts are working on increasing the effectiveness of the garden-enhanced nutrition education program. This is being done by participants taking back to their sites and putting into practice, those garden-enhanced nutrition education lessons which are most effective.
- Nutrition education training for pre-K-6 grade is being offered to all school districts.
- Networking with *California Nutrition Network* agencies throughout the state through regional meetings and the social marketing conference, as well as SHAPE California Meetings, will take place throughout the contract period.
- Participating in school science fairs with science presentations on nutrition and physical activity.
- Promoting salad bars, student selected brunch bar and fresh fruits and vegetables, focusing on social marketing and creating a nutrition webpage.

MENDOCINO COUNTY PUBLIC HEALTH DEPARTMENT - WIC PROGRAM

LIA - Local Health Department

Jennifer Barrett 221-B S Lenore Ave Willits, CA 95490 Phone: (707) 456-3807 Fax: (707) 456-3803 willitshealth@pacific.net	Local Share: \$110,466 State Share: \$55,233 First Funded: FFY 2001	Legislators U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Mike Thompson CA Sen. Wesley Chesbro CA Assemblymember Patty Berg
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Target Audience

- Ages: Grades 2-12; Young Adults; Adults
- Ethnicities: Asian (1%); African American (2%); Latino (24%); Native American (4%); Caucasian (68%); no info (1%)
- Language: Spanish, English

Settings

Community Centers; Clinics; Schools; Boys & Girls Club; Head Start; Indian Tribal Center

Partners

Schools; Local Health Departments; First 5 Commission; Tribal Health; Head Start; Cancer Society; Latino Community Center

Description

The Mendocino County WIC Program and the Mendocino County Public Health Department have partnered to promote the *Network* goals of improving the eating practices and physical activity of the low-income population of rural Mendocino County. Using a social marketing model, the project aims to increase the number of low-income residents who consume five servings of fruit and vegetables daily, exercise every day and participate in the Food Stamp Program.

Through interactive class series, a teen conference, and school policy advocacy, the LIA will foster healthy habits and overweight prevention by encouraging the consumption of at least 5 servings of fruits and vegetables a day. The LIA's approach will involve the entire family in making a shift to a healthy lifestyle that can be maintained long-term. Emphasis is placed on reaching and including Latino families in program activities, as well as women and children who have concerns about their weight. A major component of our work in Mendocino County involves collaborating with our partners in strong community coalitions to facilitate behavioral and environmental changes that will lead to healthy eating and activity levels.

ROSELAND SCHOOL DISTRICT*LIA - School/District***Vince Harper**

Interim Project Coordinator
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 Santa Rosa, CA 95407

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Local Share: \$53,537

State Share: \$26,769

First Funded: FFY 2002

Legislators

U.S. Sen. Dianne Feinstein
 U.S. Sen. Barbara Boxer
 U.S. Rep. Lynn Woolsey
 CA Sen. Wesley Chesbro
 CA Assemblymember Patricia Wiggins

Target Audience

- Ages: PreKindergarten; Kindergarten; Grades 1-8
- Ethnicities: Asian (3%); African American (3%); Latino (76%); Native American (2%); Pacific Islander (1%); Caucasian (14%); no info (1%)
- Language: Spanish, Vietnamese, Khmer, English, Lao, Tigrnya

Settings

Community Centers; Clinics; Schools

Partners

5 partners from: Schools; Local Health Departments; Community-Based Organizations; Healthcare

Description

Roseland School District will continue the integration and promotion of nutrition and physical activity related activities in Roseland school and community. The project will be focused on developing healthy and fit youth and families. The project will use a variety of methods to reach both you and families. This methods include:

- School day and after school implementation of nutrition education curriculum.
- Promotion of healthy eating and physical activity through daily activities, posters, and projects.
- Health educator led training for teachers, parents and youth.
- Participation with collaborative partners on planning and implementation of projects.
- Utilizing events and special projects to share *5 a Day* concepts and food tasting/demonstrations.
- Interface with non state funded garden to increase interest and awareness of fresh vegetables.
- Development of kid's recipe book that promotes healthy alternative snacks and meals for youth.

SONOMA COUNTY CHDP PROGRAM

CHDP Nutrition Project

Beverly Kerbow

625 Fifth Street
Santa Rosa, CA 95404

Phone: (707) 565-4466

Fax: (707) 565-4473

bkerbow@sonoma-county.org

Grant Amount: \$100,000

Legislators

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Lynn Woolsey

CA Sen. Wesley Chesbro

CA Assemblymember Patricia
Wiggins

Target Audience

- Ages: PreKindergarten; Kindergarten; Grades 1-12; Young Adults
- Ethnicities: Asian (4.5%); African American (2.1%); Latino (19.8%); Caucasian (72.5%)
- Language: Spanish, English

Settings

Community Centers; Clinics; Schools

Partners

Schools; School Food Service; Local Health Departments; Parks and Recreation; University of California Cooperative Extensions; Local Departments of Social Services; CHDP Providers; WIC

Description

The Sonoma Nutrition Program (SNP) will increase partnerships and collaborations of community agencies serving children in Sonoma County to promote healthy nutrition and physical activity. To this goal, there are three groups with which the SNP will continue to work: The Family Nutrition Task Force (FNTF), the Childcare Nutrition Collaborative, and Petaluma for Healthy Active Kids.

The SNP provides leadership and structure for two of the FNTF subcommittees. The FNTF Outreach subcommittee continues to pursue creating a Nutrition Realities Report card and media campaign combined with developing parent education materials and outreach. They hope to target specific low-income populations with the report card and other materials the FNTF develops. The Outreach Subcommittee has developed a local Fitness Fun Guide and the guide will be disseminated to low income schools, Boys and Girls clubs, parent newsletters, daycare providers and Food Stamp recipients.

The SNP will provide leadership, and technical support to further the development of the Child Care Nutrition Collaborative. Developing a caregiver nutrition-training curriculum will be done by the SNP.

The SNP will participate in the Petaluma for Active Kids providing support and technical assistance to the lead agency University of California Cooperative Extension.

SONOMA COUNTY DEPARTMENT OF HEALTH SERVICES

5 a Day-Power Play! Campaign Regional Lead Agency

Chris Bekins

Project Coordinator
3273 Airway Drive Suite C
Santa Rosa, CA 95403

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cbekins@sonoma-county.org

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Lynn Woolsey
CA Sen. Wesley Chesbro
CA Assemblymember Patricia Wiggins

Target Audience

- Ages: Grades 4, 5
- Language: Spanish, English

Settings

Schools; Grocery Stores; Farmers' Markets; Restaurants; Community Youth Organizations; Media

Partners

73 partners from: Schools; School Food Service; Community Youth Organizations/Afterschool Programs

Description

The Sonoma County Department of Health Services acts as the North Coast Region lead agency for the *California Children's 5 a Day—Power Play! Campaign*. During 2004, the region will reach 9- to 11-year-old children with the *5 a Day* and physical activity messages through activities conducted with schools, community youth organizations, farmers' markets, supermarkets, food services/restaurants and the media. The lead agency will recruit participation from a variety of community organizations and adult intermediaries with direct access to 9- to 11-year-old children and their parents; provide materials, training and technical assistance to participating organizations; work with partners to institute community- and organizational-level policy, systems, and environmental changes; conduct media and public relations outreach targeting children, parents, adult intermediaries, opinion leaders, and policymakers; enhance connections among participating organizations; and facilitate a regional *5 a Day—Power Play!* Steering Committee. In addition, the lead agency will coordinate with other CPNS-funded projects in the region, including participating in the regional *Network* collaborative. Through these activities, the lead agency will ensure that the Campaign achieves at least 15,000 impressions with the region's 7,648 low-income 9- to 11-year-old children. The North Coast Region includes Sonoma, Napa, Mendocino, Lake, Humboldt and Del Norte Counties.

SONOMA COUNTY DEPARTMENT OF HEALTH SERVICES

LIA - Local Health Department

Lynn Walton Project Coordinator 3273 Airway Drive, Suite C Santa Rosa, CA 95403 Phone: (707) 565-6682 Fax: (707) 565-6524 lwalton@sonoma-county.org	Local Share: \$227,556 State Share: \$110,862 First Funded: FFY 2002	Legislators U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Lynn Woolsey CA Sen. Wesley Chesbro CA Assemblymember Patricia Wiggins
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Target Audience

- Ages: PreKindergarten; Kindergarten; Grades 1-8; Young Adults; Adults; Seniors
- Ethnicities: Asian (0.5%); African American (2%); Latino (70%); Native American (0.5%); Pacific Islander (3%); Caucasian (24%)
- Language: Spanish, English

Settings

Clinics; Schools; Grocery Stores; Farmers' Markets

Partners

4 partners from: Schools; School Food Service; Local Health Departments; University of California Cooperative Extensions

Description

DHS: Support community and statewide nutrition education and physical activity promotion efforts by participating in regional coalitions and meetings/trainings. Provide nutrition education/physical activity promotion resources to local programs, including promotion of National 5 A Day week. Disseminate *Nutrition Network* information to program partners. Provide program assistance to LIA subcontractors.

WIC: Evaluate and modify as needed curriculum for high-risk children to incorporate into nutrition courses. Provide trainings to WIC staff on nutrition education curriculums.

Cali Calmécac School: Conduct nutrition education classes using incentive items. Publicize the Federal nutrition assistance programs. Conduct bi-lingual nutritional cooking classes with low-income families. Produce a bi-lingual cookbook of recipes from the school population. Conduct nutritional cooking demonstrations for students. Assess current food environment on campus and survey students regarding food on campus. Develop a food policy for school emphasizing healthy eating and physical activity. Promote the school salad bar.

Lehman School: Develop and support Nutrition Leadership Team, to plan and organize Nutrition projects, curricula, after-school courses, and trainings. Build nutrition documentation center and video library. Develop, train, and promote Tobes Walking Curriculum. Institute nutrition speaking forums for parents, students and community. Develop and execute nutritional habits and knowledge survey for students in order to set a baseline for nutrition education. Implement nutrition courses to promote healthy nutrition, food choices, and the consumption of fruits and vegetables to be integrated in the 5th and 6th grades, math, science, and health and language State Standards.

UKIAH UNIFIED SCHOOL DISTRICT*LIA - School/District***Terry Nieves**925 North State Street
Ukiah, CA 95482

Phone: (707) 462-2561

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tnieves@uusd.net

Local Share: \$487,288**State Share: \$243,644****First Funded: FFY 1999****Legislators**

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Mike Thompson

CA Sen. Wesley Chesbro

CA Assemblymember Patty Berg

Target Audience

- Ages: PreKindergarten; Kindergarten; Grades 1-12; Young Adults
- Ethnicities: Asian (2%); African American (1%); Latino (36%); Native American (7%); Caucasian (54%)
- Language: Spanish, English

Settings

Schools; Farmers' Markets

Partners

5 partners from: Schools; School Food Service; Local Health Departments; California Project LEAN; National Organizations; Mendocino First Five Commission

Description

Ukiah Unified School District is conducting weekly nutrition education classes in 230 classrooms throughout the school district from grades pre-K to 12, including the following activities: weekly garden-enhanced nutrition education lessons in grades pre-K through 8th grade classrooms for eight schools; a K-3rd grade teacher "literacy based nutrition" workshop; nutrition booths during back to school nights, open house, and/or family literacy nights; a pilot "Harvest of the Month" program, where their classrooms receive a different fruit or vegetable box every month to learn about and taste test local California grown produce; two nutrition and physical activity newsletters to families of pre-K through 8th grade students throughout the school year; SPARK one-day K-2 and 3-6 training for PE teachers and paraprofessionals at all elementary schools, to promote physical activity; a "Kids Walk To School Day" and "Kids Walk to School Week," where safe walking paths to school for students and their families are promoted, was proclaimed by the City of Ukiah; a Health, Nutrition and Garden Faire every spring at either the Farmer's Market or the Cinco de Mayo Festival; and Food Stamp brochures at nutrition- and physical-activity related events during the school year.

Staff participates in community activities and provides nutrition education/physical activity and Food Stamp promotion resources to local programs, including participation in and promotion of: National 5 A Day Week; Spring Into Health; Active For Life; Walk to School Week; and a Frank Zeek School Strider's Club pilot program.

Each school has completed the School Health Index and has set goals to work towards to improve the nutrition and physical activity environment at their school sites.

UUSD's nutrition policy won the State Superintendent's Challenge award this year.

UNITED INDIAN HEALTH SERVICES (UIHS)

LIA - Indian Tribal Organization

Ken Blackshear, RD Nutrition Services Department 1600 Weeot Way Arcata, CA 95521-4734 Phone: (707) 825-4120 Fax: (707) 825-6753 kblackshear@crihb.ihs.gov	Local Share: \$162,843 State Share: \$81,422 First Funded: FFY 2001	Legislators U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Mike Thompson CA Sen. Wesley Chesbro CA Assemblymember Patty Berg
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Target Audience

- Ages: PreKindergarten; Grades 1-12; Adults
- Ethnicities: Native American (60%); Caucasian (40%)
- Language: English

Settings

Community Centers; Clinics; Schools; Farmers' Markets; Private Homes

Partners

14 partners from: Schools; Tribal Headstarts; Tribal Programs

Description

Through fun and innovative activities at local schools, Headstarts, and community events, the *5 a Day* and physical activity messages are reaching American Indians in Humboldt and Del Norte Counties. During culturally appropriate cooking classes at various community sites we teach people to incorporate more fruits and vegetables into their family meals.

Here at the Potawot Health Village, there is a 2-acre organic food garden. With the garden's production of top quality fruits and vegetables, *Network* funds support taste-testing, cooking classes, workshops and various celebrations that utilize this incredible resource for nutrition education. Here on the North coast where the weather is cool, vegetables such as kale, swiss chard, kolorabi, broccoli rabi and other "strange" vegetables thrive. Through *Network*-funded taste-tests, cooking classes, and celebrations, these new flavors are brought to the tables of American Indians in our communities. A wildly successful annual cookbook that features recipes from our garden is produced.

Through collaborative groups here at UIHS *Network* funds support nutrition education via the Traditional Health Committee, and a Maternal and Child Health workgroup. The *5 a Day*, physical activity, and anti-obesity messages are processed by these committees, and UIHS policies that promote healthy eating and physical activity will result.

Orange County Region

Orange County



REGIONAL LEAD AGENCIES

California Nutrition Network

Maridet Ibañez
Orange County Health Care Agency
Nutrition Services
1725 W. 17th Street
Santa Ana, CA 92706

Phone: (714) 834-8092
Fax: (714) 834-8028
Email: mibanez@hca.co.orange.ca.us

5 a Day-Power Play! Campaign

Connie En
Community Action Partnership of Orange County
7180 Lampson Avenue
Garden Grove, CA 92841

Phone: (714) 899-3684
Fax: (714) 899-3824
Email: cen@capoc.org

CHILDREN AND FAMILIES COMMISSION OF ORANGE COUNTY

LIA - First 5 Children and Families Commission

Marianne Foust Project Coordinator 5052 Antietam Ave Los Alamitos, CA 90720 Phone: (562) 430-8754 Fax: (562) 430-8754 mfoust@socal.rr.com	Local Share: \$258,112 State Share: \$129,056 First Funded: FFY 2002	Legislators U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Ed Royce CA Sen. Ross Johnson CA Assemblymember Thomas Harman
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Target Audience

- Ages: PreKindergarten; Young Adults; Adults
- Ethnicities: Asian (15%); African American (10%); Latino (65%); Caucasian (10%)
- Language: Spanish, Vietnamese, English

Settings

Community Centers; Schools

Partners

25 partners from: Schools; School Food Service; Local Health Departments; Parks and Recreation; California Project LEAN; Colleges/Universities; University of California Cooperative Extensions; Public Policy Advocates; Parent Groups Food Banks

Description

The Commission's mission is to promote healthy child development and school readiness. One pervasive condition that inhibits the success is childhood obesity. The public health issue of obesity in Orange County is also a child related problem that can be addressed through improved practices related to unhealthy eating, sedentary behavior, genetic makeup, family lifestyle and income status. The Commission is interested in convening a planning process with key stakeholders including county *California Nutrition Network* providers, WIC services, the Health Officer, school districts, local chapters of the American Academy of Pediatrics, business, the university, Family Resource centers and other knowledgeable experts, to identify, design and implement strategies appropriate for the prenatal to five year old population and their families.

The first objective of the award is to provide leadership and technical assistance in the development, implementation and evaluation of nutrition education and physical activity programs in schools and after school programs by promoting the *Nutrition Network's* goals and increasing opportunities available for children to engage in healthy behaviors. A comprehensive tool kit will be developed and disseminated including local community resources, best practices, policies on eating behaviors and physical activity focusing on school readiness and food insecurity issues. Mini grants will be awarded to State School Readiness Programs infusing the *Nutrition Network's* goals into daily programming.

The second objective is to increase collaborative partnerships to expand nutrition education/physical activity opportunities to low income families in Orange County through supporting community, regional and state wide efforts by participating in coalitions, meetings and trainings.

COMMUNITY ACTION PARTNERSHIP OF ORANGE COUNTY

5 a Day—Power Play! Campaign Regional Lead Agency

Connie En

Project Manager
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cen@capoc.org

First Funded: FFY 2003

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Ed Royce
CA Sen. Ross Johnson
CA Assemblymember Thomas Harman

Target Audience

- Ages: Grades 4, 5
- Language: Spanish, English

Settings

Community Centers; Schools; Grocery Stores; Farmers' Markets; Restaurants; Faith Organizations; Community Youth Organizations; Media

Partners

Schools; School Food Service; Local Health Departments; Parks and Recreation; California Project LEAN; Community Youth Organizations/Afterschool Programs

Description

Community Action Partnership of Orange County acts as the Orange County Region lead agency for the *California Children's 5 a Day—Power Play! Campaign*. During 2004, the region will reach 9- to 11-year-old children with the *5 a Day* and physical activity messages through activities conducted with schools, community youth organizations, farmers' markets, supermarkets, food services/restaurants and the media. The lead agency will recruit participation from a variety of community organizations and adult intermediaries with direct access to 9- to 11-year-old children and their parents; provide materials, training and technical assistance to participating organizations; work with partners to institute community- and organizational-level policy, systems, and environmental changes; conduct media and public relations outreach targeting children, parents, adult intermediaries, opinion leaders, and policymakers; enhance connections among participating organizations; and facilitate a regional *5 a Day—Power Play!* Steering Committee. In addition, the lead agency will coordinate with other CPNS-funded projects in the region, including participating in the regional *Network* collaborative. Through these activities, the lead agency will ensure that the Campaign achieves at least 61,000 impressions with the region's 30,792 low-income 9- to 11-year-old children. The Orange County Region includes Orange County only.

HUNTINGTON BEACH UNION HIGH SCHOOL DISTRICT

LIA - School/District

Pamela Williams

Nutrition Education Specialist
Food and Nutrition Services
14325 Goldenwest Street Bldg 1
Westminster, CA 92683

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Local Share: \$582,707

State Share: \$291,353

First Funded: FFY 1999

Legislators

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Dana Rohrabacher

CA Sen. Ross Johnson

CA Assemblymember Ken Maddox

Target Audience

- Ages: Kindergarten; Grades 1-12; Young Adults; Adults
- Ethnicities: Asian (40%); African American (1%); Latino (36%); Native American (5%); Pacific Islander (1%); Caucasian (14%); Filipino (1%)
- Language: Spanish, Vietnamese, English

Settings

Schools

Partners

8 partners from: Schools; School Food Service; Local Health Departments; Parks and Recreation; California Project LEAN; Colleges/Universities; National Organizations

Description

The *Network*-funded projects at Huntington Beach Union High School District have been successful in promoting nutrition and physical activity to high school students, parents, teachers, and staff. Healthy eating and physical activity messages are posted on school menus, our website, and in the Principal's newsletter enabling us to reach parents and students with nutrition messages. Parent classes are offered to help bring our nutrition message into the home and a Nutrition Library and Resource Center is available to teachers, students, and staff. The student Adventure and Nutrition Club promotes nutrition and physical activity with group activities such as organized walks and healthy snack demonstrations. The student Nutrition Advocate Club promotes nutrition to the general student population with noontime food demonstrations and special events. During National Nutrition Month an essay contest is hosted and mini-lectures are presented to students and staff. International Walk to School Day is celebrated to promote the benefits of walking and to help establish safe routes to school. Other major promotional events include National School Lunch week and National 5 A Day week. A student run farmer's market works to bring produce from the student farm to the students, teachers, and staff. The nutrition and health benefits of produce items are highlighted along with production information and recipe ideas. Harvest of the Month promotions include monthly newsletters and taste tests utilizing produce from the student farm when available. Teachers are encouraged to integrate the featured produce item into lesson plans and the cafeteria highlights the featured item on the school menu. Future plans for *Network* activities include bringing a healthy snack bar to school events and student fieldtrips to local restaurants to evaluate their menus. Nutrition education and physical activity promotion will reach additional students and families in the community this year by partnering with the Westminster Elementary School District.

NEWPORT-MESA UNIFIED SCHOOL DISTRICT*LIA - School/District***Sharon Moore**2985 Bear Street, Building E
Costa Mesa, CA 92626

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Local Share: \$487,664**State Share: \$243,832****First Funded: FFY 2001****Legislators**

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Dana Rohrabacher

CA Sen. Ross Johnson

CA Assemblymember Ken Maddox

Target Audience

- Ages: PreKindergarten; Kindergarten; Grades 1-12; Young Adults; Adults
- Ethnicities: Asian (4.3%); African American (1.2%); Latino (38.7%); Native American (0.3%); Pacific Islander (0.1%); Caucasian (53.8%); Filipino (0.7%)
- Language: Spanish, Cantonese, Tagalog, Armenian, Mandarin, English, Russian, Japanese, Persian

Settings

Community Centers; Schools; Farmers' Markets

Partners

3 partners from: Schools; School Food Service; Local Health Departments; California Project LEAN

Description

Nutrition Services at Newport-Mesa USD (NMUSD) teach nutrition-related lessons in the classroom and in the after school programs. Nutrition-related topics are also taught to adults and parents. The Harvest of the Month promotes a fruit or vegetable for the month through newsletters and produce for the teachers and incentives for the students. Taste-testings are conducted at the schools to link the fruit or vegetable of the month to nutrition education. Nutrition Services' website is updated highlighting the *Network* activities. Previous newsletters are on the website at www.nmusd.us/depts/ns. All elementary award schools continue nutrition education to promote breakfast participation. Nutrition Services participates in health fairs promoting the importance of fruits and vegetables and physical activity.

NMUSD submits nutrition event articles to the local print media. NMUSD also places bus shelter ads in the community to promote National 5 A Day during September and October. Nutrition Services passed a nutrition policy statement with the Board of Education, eliminating soda and doughnuts from the district high schools in the beginning of the school year, September 2003.

NORTH ORANGE COUNTY COMMUNITY COLLEGE DISTRICT - FULLERTON COLLEGE*LIA - College/University***Renee Swain**

Project Coordinator
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Rswain@fullcoll.edu

Local Share: \$287,510

State Share: \$143,755

First Funded: FFY 2002

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Ed Royce
CA Sen. Dick Ackerman
CA Assemblymember Lynn M. Daucher

Target Audience

- Ages: PreKindergarten; Young Adults; Adults; Seniors
- Ethnicities: Asian (14%); African American (9%); Latino (33%); Caucasian (44%)
- Language: Spanish, Korean, English

Settings

Schools; Farmers' Markets

Partners

4 partners from: Schools; Local Health Departments; California Project LEAN; Colleges/Universities

Description

Fullerton College Nutrition Network is comprised of multiple college departments including the Health Services Department, CalWORK's, Child Development Centers, Financial Aid, Wellness Center, and the CARE Program. The FC Nutrition Network will create and distribute a monthly nutrition education newsletter as well as the distribution of a Fitness and Nutrition Calendar of local community nutrition and fitness activities available for individuals to attend and participate. The Network conducts an annual health fair and 4 Health Events with guest speakers on nutrition and fitness, referrals to nutrition education resources such as WIC, County/City Programs, Nutritionists, and Community Physicians. The Fullerton College 5 a Day Nutrition and Fitness Website highlights our program and provides information on nutrition and fitness, promotes enrollment in free and no-cost physical activities at our campus and in the community, provides links to sources of produce, and government social service entities that provide enrollment in WIC and Food Stamps Programs. Peer Counselors provide Nutrition and Fitness Counseling at the campus health center for students who have completed Food and Nutrition, Health, and Physical Fitness methodology training coursework. The College will host two Health and Nutrition Fairs to include guest speakers on Fitness, Nutrition, and other healthy lifestyle choices at our Wilshire Auditorium in May and September. The Network conducts 24 hands-on, 2-hour Nutrition and Education Classes covering 5 a Day message, and applied nutrition and fitness principles. Trainings are held at the Campus Child Development Centers, in classes, and at the Wellness Center four times each month.

ORANGE COUNTY DEPARTMENT OF EDUCATION (COALITION)*LIA - County Office of Education***Kari Tuggle, MS, RD**

Nutrition Specialist
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Costa Mesa, CA 92626

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Fax: (714) 540-3464

ktuggle@ocde.us

Local Share: \$315,177

State Share: \$217,586

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Dana Rohrabacher
CA Sen. Ross Johnson
CA Assemblymember Ken Maddox

Target Audience

- Ages: PreKindergarten; Kindergarten; Grades 1-6
- Ethnicities: Asian (9%); African American (4%); Latino (71%); Native American (5%); Pacific Islander (%); Caucasian (18%); Other (%)
- Language: Spanish, Vietnamese, Hmong, Cantonese, Tagalog, Korean, Khmer, Armenian, Mandarin, English

Settings

Schools

Partners

7 partners from: Schools; School Food Service; Local Health Departments; Parks and Recreation; California Project LEAN; National Organizations; California Dairy Council

Description

Monitored and coordinated by the Orange County Superintendent of Schools, the Orange County coalition consists of three public school districts working together to promote nutrition education, physical activity, and federally funded nutrition assistance programs. State share activities include promoting the consumption of fruits and vegetables through Harvest of the Month program newsletters and taste tests, nutrition education in the classroom, and parent nutrition education classes. Physical activity is promoted through the integration of physical activity messages in nutrition education activities and newsletters. School-wide nutrition and physical activity promotion events include participation in activities such as International Walk to School Day, National 5 A Day Week, and Kids Cooking Week. Promotion of nutrition education and physical activity by Student Nutrition Club members empowers students to advocate for a positive nutrition environment. Teacher training will be provided to encourage and advocate for the integration of nutrition education and physical activity promotion in the classroom, including the utilization of cooking carts for taste test and food demonstrations. Nutrition education promotion in the cafeteria includes piloting a healthy snack window, marketing efforts to promote school meal programs, and nutrition education and physical activity promotional messages on menus. Federal Nutrition Assistance programs promotion includes Food Stamp promotion and School Meal Program promotion at parent classes and at school events such as Open House and Back to School Night. Recommendation for policy change will be implemented through the implementation of the School Health Index.

ORANGE COUNTY HEALTH CARE AGENCY*California Nutrition Network Regional Lead Agency***Maridet Ibañez, MS**

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 Nutrition Services
 Santa Ana, CA 92706

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Local Share: \$1,616,636

State Share: \$808,318

Grant Amount: \$42,000

First Funded: FFY 2000

Legislators

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Loretta Sanchez

CA Sen. Joseph Dunn

CA Assemblymember Lou Correa

Target Audience

- Ages: All Ages
- Ethnicities: Asian (9%); African American (1%); Latino (72%); Pacific Islander (1%); Caucasian (17%)
- Language: Spanish, Vietnamese, Hmong, Khmer, English

Settings

Community Centers; Clinics; Schools; Farmers' Markets; Community-based organizations

Partners

150 partners from: Schools; School Food Service; Local Health Departments; Parks and Recreation; California Project LEAN; Colleges/Universities; University of California Cooperative Extensions; Local Departments of Social Services; Community-Based Organizations; Healthcare; Youth programs; PTA

Description

The County of Orange Health Care Agency (HCA) provides public health services to the fifth most populous county in the United States. *Nutrition Network* funds will be used to provide nutrition education with physical activity and food assistance promotion in a variety of settings.

Low-income individuals seeking services from County government programs, such as Field Nursing, will be provided with individualized nutrition education or a group class.

Nutrition messages will reach a large audience through displays and presentations at County facilities, including Food Stamp offices, and at community sites. HCA will collaborate with many local partners and work more closely with Food Stamp staff to coordinate promotional activities.

In an effort to spread the *Network* messages throughout the county, HCA will offer approximately 24 mini-grants ranging from \$500-\$5,000. The funds will be offered to community-based organizations, schools, and Family Resource Centers. The grants help community partners incorporate nutrition education into their services.

Physical activity will be promoted in all activities but HCA will make extra efforts to help implement the YMCA's Active Living by Design/Robert Wood Johnson Foundation grant project in Santa Ana and the Fit WIC program in three HCA WIC clinics. Media efforts will focus on providing the *Network* messages on bus tail ads and in local print media. Evaluation will be accomplished primarily through pre/post tests and surveys.

ORANGE COUNTY SUPERINTENDENT OF SCHOOLS*LIA - County Office of Education*

Yvonne Ortega Program Manager 1220 Village Way, Suite E Santa Ana, CA 92705 Phone: (714) 647-2587 x587 Fax: (714) 547-9814 Yvonne_Ortega@access.k12.ca.us	Local Share: \$625,316 State Share: \$312,655 First Funded: FFY 2001	Legislators U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Loretta Sanchez CA Sen. Joseph Dunn CA Assemblymember Lou Correa
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Target Audience

- Ages: Grades 1-12; Young Adults; Adults
- Ethnicities: Asian (4.3%); African American (3.5%); Latino (47%); Native American (0.5%); Pacific Islander (0.7%); Caucasian (33%); no info (11%)
- Language: Spanish, Vietnamese, Tagalog, English

Settings

Schools

Partners

50 partners from: Schools; Local Health Departments; Parks and Recreation; California Project LEAN; Colleges/Universities; University of California Cooperative Extensions; Local Departments of Social Services

Description

The project will focus on promoting healthy lifestyles for our students and promoting the Food Stamp program with the intent to increase program utilization. This year we have decided to focus on three main target audiences; 1) parents/families since they will be addressing the issue for the remainder of the student's day and serve as the meal planners and role models. The parents will be provided nutrition education workshops conducted by *Network* staff as well as through collaboration with UC Cooperative Extension's four week nutrition course; 2) teachers and teaching staff will participate in training sessions so that they can integrate nutrition education and physical activity promotion throughout the core curriculum; and 3) the students will be provided education in the classrooms through lecture and food demonstrations. The Harvest of the Month program will be provided at the school sites. Evaluation will be done to measure and evaluate whether the tasting of new fruits and vegetables has an impact on purchasing them independently.

Network staff will also work in collaboration with other community-based organizations, schools, and the healthcare agency to promote healthy, active lifestyles throughout the community.

ORANGE UNIFIED SCHOOL DISTRICT*LIA - School/District***Katryn Soltanmorad**

Project Coordinator

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us**Local Share: \$669,499****State Share: \$334,750****First Funded: FFY 2002****Legislators**

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Ed Royce

CA Sen. Dick Ackerman

CA Assemblymember Lynn M.
Daucher**Target Audience**

- Ages: PreKindergarten; Kindergarten; Grades 1-12
- Ethnicities: Asian (6.08%); African American (1.37%); Latino (71.9%); Native American (0.88%); Pacific Islander (0.67%); Caucasian (16.7%); Philipino (1.3%)
- Language: Spanish, Vietnamese, Cantonese, Tagalog, Mandarin, English

Settings

Schools

Partners

Schools; School Food Service; Local Health Departments; California Project LEAN;

Colleges/Universities; University of California Cooperative Extensions; Local Departments of Social Services

Description

Orange Unified School District is located in a culturally diverse urban setting in Orange County, serving grades K-12. This year the program is expanding from three elementary schools to nine additional elementary schools, two middle schools and a high school.

The primary objective during the second year is to educate teachers at the new schools about the *Nutrition Network* goals and to motivate them to integrate nutrition education into their classroom curriculum. Teacher liaisons have been selected at each of the target schools to help distribute *Nutrition Network* materials. Four times during the year the "Harvest of the Season" will provide a fruit or vegetable for students to taste, teacher lesson plans incorporating the California education standards, and other nutrition education activities.

Another program goal is parent education. During regularly scheduled parent meetings, topics are introduced that support the *5 a Day* message and the importance of increasing physical activity. Last year a four-week cooking class was very successful and will be held again this year.

Posters and murals placed throughout the school's serving and eating areas enhance the school food environment. A Breakfast Club that was initiated last year will be expanded to three more schools. This nutrition education program promotes the nutritional benefits of eating breakfast and encourages students to eat breakfast.

SANTA ANA UNIFIED SCHOOL DISTRICT*LIA - School/District***Gayle McLean**

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Local Share: \$1,423,822

State Share: \$711,911

First Funded: FFY 2003

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Loretta Sanchez
CA Sen. Joseph Dunn
CA Assemblymember Lou Correa

Target Audience

- Ages: PreKindergarten; Kindergarten; Grades 1-12; Young Adults; Adults
- Ethnicities: Asian (3%); African American (1%); Latino (92%); Caucasian (4%)
- Language: Spanish, Vietnamese, English

Settings

Schools

Partners

6 partners from: Schools; School Food Service; Local Health Departments; California Project LEAN; Dairy Council

Description

A survey of community resources related to nutrition will be conducted, identifying those groups that can be supportive of our nutrition education efforts. Schools will be informed about the efforts to improve the nutrition education program in the district and will be asked to complete Module 1 of the School Health Index to identify their school policies that could influence students eating behaviors. After a hiring of a program consultant and consultant teacher, site nutrition education leaders will be recruited from each site and invited to become a member of the District Nutrition Advisory Committee to review current District policies and practices.

Working with the Project Consultant and the Consultant teacher, the site nutrition leaders will encourage their schools to participate in community activities and provide nutrition education/physical activity promotion activities to local programs, such as participation in National 5 A Day Week, Jog-a-thons, Campus Clean days, and Family Recreation Day. Parents will be given information both from parent meetings and through a district wide newsletter with information about good nutrition, promotion of physical activity and information about eligibility of food assistance program. The school environment will be changed with nutrition related posters and displays, and schools will promote and provide more nutritious food offerings.

SECOND HARVEST FOOD BANK OF ORANGE COUNTY

Food Security Special Project

Denise Stupak

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Grant Amount: \$40,000

First Funded: FFY 2003

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Ed Royce
CA Sen. Dick Ackerman
CA Assemblymember Lynn M. Daucher

Target Audience

- Ages: Grades 1-6
- Ethnicities: African American (10%); Latino (70%); Caucasian (20%)
- Language: Spanish, English

Settings

Community Centers

Partners

Local Health Departments; University of California Cooperative Extensions; Community Youth Organizations/Afterschool Programs

Description

For 20 years, The Second Harvest Food Bank of Orange County has been the leader in providing hunger relief to over 200,000 people each month. As a critical lifeline to those in need, our primary work is collecting and distributing food through a network of 385 recipient agencies.

In a strategic move against childhood hunger, the Second Harvest Food Bank of Orange County launched the Kids Café program in January 2000. Kids Café provides nutritious, after-school snacks to low-income children areas in an environment that is safe, accessible and convenient. This program is designed to curb the effects of malnutrition experienced by children living in poverty. The Food Bank partners with 19 local non-profit organizations that have established after-school programs where children had no prior access to food. Each Kids Café shares the common goal of providing food security and nutrition education to low-income children.

With a strong foundation in place, the Food Bank has raised the bar by setting new goals and objectives targeted toward low-income, school-aged Latino children and their families at four Kids Café sites.

Through this project, the Food Bank will be serving communities that are currently suffering from the devastating effects of hunger. All four of the chosen Kids Café sites are located in low-income Orange County neighborhoods, including Garden Grove, Orange, Santa Ana, and Stanton. The residents living in these areas are overwhelmed, struggling to make ends meet every month and frequently faced with the difficult decision of paying rent or buying food. Often, keeping a roof over their heads far outweighs the need to purchase expensive fruits and vegetables.

San Francisco Region

San Francisco County



REGIONAL LEAD AGENCIES

California Nutrition Network

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SAN FRANCISCO DEPARTMENT OF PUBLIC HEALTH*CHDP Nutrition Project***Eric Hernandez**

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Grant Amount: \$99,918

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Nancy Pelosi
CA Sen. John Burton
CA Assemblymember Mark Leno

Target Audience

- Ages: PreKindergarten; Kindergarten; Grades 1-12; Young Adults; Adults
- Ethnicities: Asian (10%); African American (10%); Latino (65%); Caucasian (15%)
- Language: Spanish, Cantonese, English

Settings

Community Centers; Produce/Corner Markets; After-School Programs

Partners

9 partners from: Schools; Local Health Departments; Parks and Recreation; California Project LEAN; University of California Cooperative Extensions; Local Departments of Social Services; Community-Based Organizations; CHDP Program Medical Provider

Description

This community-based nutrition education project is aimed at primary prevention of nutrition-related chronic diseases by increasing consumption of fruits and vegetables in low-income San Francisco families, while promoting healthy weight, physical activity, and participation in USDA nutrition assistance programs. Media coverage of project activities will be initiated through contact with multiple media channels.

Relying on input from a local elementary school and other community partners, key informant interviews, and recent scientific literature, the project will provide an array of multicultural and multilingual (Cantonese, Spanish, and English) primary prevention nutrition education interventions. Such interventions include cooking workshops, grocery store/corner market tours, interactive workshops, snack-making activities, and nutrition art activities. To facilitate continuity of project activities beyond the funding period, project partners will receive nutrition education training and skills needed to continue to conduct nutrition education interventions.

Recruitment of participant families will be facilitated by coordinated referral and outreach strategies developed by the project's Task Force which includes the development of a Monthly Nutrition Education & Physical Activity Calendar of events, which would be disseminated to multiple organizations serving low-income families in San Francisco.

SAN FRANCISCO FOOD SYSTEMS COUNCIL - c/o SFDPH-EHS*Food Security Special Project***Paula Jones**

Project Coordinator
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Grant Amount: \$40,000

First Funded: FFY 2002

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Nancy Pelosi
CA Sen. John Burton
CA Assemblymember Mark Leno

Target Audience

- Ages: Grades 1-12; Young Adults; Adults; Seniors
- Ethnicities: Asian (31%); African American (8%); Latino (14%); Native American (0.5%); Pacific Islander (0.5%); Caucasian (46%)
- Language: Spanish, Cantonese, Mandarin, English

Settings

Schools; City-wide meeting

Partners

Schools; School Food Service; Local Health Departments; Local Departments of Social Services; Community-Based Organizations

Description

This second-year food security project in San Francisco is aimed at achieving broad goals aimed at building and expanding a community-wide food system, a strong food systems council, and a farm-to-school food and nutrition program as an alternative to traditional food service operations in the San Francisco Unified School District.

Specifically, the project, under the aegis of the San Francisco Department of Health with oversight from the San Francisco Foundation Community Initiative program, seeks to develop and coordinate a Food Systems Alliance (FSA) consisting of at least 200 stakeholders, the development of outreach and recruitment materials, the design and implementation of a wide variety of outreach techniques, and the convening of several meetings for the establishment and operation of the FSA. The project will then evaluate the outcomes of activities and meetings and report to the Health Commission and Alliance members.

The project will also increase food system awareness, food assessment activities, federal nutrition assistance program usage, and food project planning activities carried out by individuals and agencies within the City and County of San Francisco. A San Francisco Food System Guidebook will result from this process and the guidebook will be reproduced and distributed to stakeholders.

Finally, the project will engage in a study and strategic planning for a farm-to-school project in the San Francisco Unified School District (SFUSD) through an in-depth identification of assets and needs of the district via a food service survey. Survey findings and analysis will provide the basis for a report to a wide variety of interested individuals, groups and stakeholders for the development of a possible plan of action and its implementation in the second year of the project.

SAN FRANCISCO UNIFIED SCHOOL DISTRICT - SCHOOL HEALTH PROGRAMS DEPARTMENT

LIA - School/District

Mark Elkin Nutrition Education Project Director 1515 Quintara Street San Francisco, CA 94116 Phone: (415) 242-2615 x3217 Fax: (415) 242-2618 melkin@muse.sfusd.edu	Local Share: \$2,645,455 State Share: \$1,300,126 First Funded: FFY 2001	Legislators U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Tom Lantos CA Sen. Jackie Speier CA Assemblymember Leland Yee
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Target Audience

- Ages: Kindergarten; Grades 1-6
- Ethnicities: Asian (29.7%); African American (14.7%); Latino (24.2%); Native American (0.6%); Caucasian (8.8%); Philipino 6.4% and Other non-white 12.2% (18.6%)
- Language: Spanish, Vietnamese, Hmong, Cantonese, Tagalog, Korean, Khmer, Armenian, Mandarin, English, Russian

Settings

Schools

Partners

8 partners from: Schools; School Food Service; Local Health Departments; California Project LEAN; University of California Cooperative Extensions; Community-Based Organizations; Community Youth Organizations/Afterschool Programs

Description

The Nutrition Education Project is administered through the School Health Programs Department. SFUSD works collaboratively with Student Nutrition Services, teachers, site administrators, site health advocates, parent/caregivers, after school program staff, nurses, and community-based organizations. At each of the 14 Nutrition Education Project elementary sites a part-time coordinator spearheads activities to inspire and sustain individual, interpersonal and institutional changes. Following a need/resource assessment, a site-based nutrition committee develops a plan reflecting the school environment. The calendar of activities includes: classroom nutrition education, links for caregivers and families, and professional development. Mobile kitchens, field trips, school gardens, physical activity promotion, and harvest tasting activities support the school and after school program curricula. The Project reaches families through school events including Family Nutrition Nights, health fairs, literacy nights, parent workshops and Project newsletters. Workshops are held for teachers, after school staff, and site food service workers. Results from student, staff and parent surveys, along with other evaluation tools, are used to monitor program effectiveness and implementation.

The SFUSD School Board passed a resolution to ban soda and unhealthy snack foods from K – 12 schools, Fall 2003. The Nutrition Education Project has begun to effect change in traditional fund-raising activities and is working with teachers and families to develop school and classroom snack policies.

CITY AND COUNTY OF SAN FRANCISCO, DEPARTMENT OF PUBLIC HEALTH*California Nutrition Network Regional Lead Agency*

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Local Share: \$758,503

State Share: \$379,252

Grant Amount: \$61,180

First Funded: FFY 1998

Legislators

U.S. Sen. Dianne Feinstein
 U.S. Sen. Barbara Boxer
 U.S. Rep. Nancy Pelosi
 CA Sen. John Burton
 CA Assemblymember Mark Leno

Target Audience

- Ages: Grades 6-12; Young Adults; Adults; Seniors
- Ethnicities: Asian; African American; Latino; Caucasian; Chinese
- Language: Spanish, Cantonese, Mandarin, English

Settings

Community Centers; Clinics; Farmers' Markets

Partners

6 partners from: Schools; Local Health Departments; California Project LEAN; University of California Cooperative Extensions; Community-Based Organizations; Healthcare

Description

As the San Francisco Project LEAN Lead Agency, San Francisco City and County Department of Public Health coordinates the regional Mission Latino Families Partnership to address community issues related to nutrition and/or physical activity, and serves as the expert for media inquiries and activities. The region will conduct and evaluate a Community-Based Social Marketing Project to impact consumption of fruits and/or vegetables among low-income adults in the Mission District of San Francisco.

The "Feeling Good" Project continues to develop partnerships with community organizations to provide nutrition education classes and educational materials to low-income populations in San Francisco County, including members of the Spanish-speaking, Chinese, Vietnamese, and Bosnian community.

The Chinese 5-7-9 Campaign partners with community organizations to use community-based strategies and culturally & linguistically appropriate mass media to communicate the 5-7-9 A Day and the Physical Activity messages to Chinese adults and families. With input from advisory councils, and focus groups, the campaign intends to employ social marketing strategies to develop culturally appropriate, bilingual English-Chinese nutrition brochures, and to provide nutrition classes and trainings to partner agencies. Cantonese and Mandarin PSAs will be distributed to targeted Chinese media outlets.

URBAN INDIAN HEALTH BOARD, INC. (UIHBI)*LIA - Indian Tribal Organization*

Chris Weahunt Program Manager 3124 International Blvd Ste 201 Oakland, CA 94601 Phone: (510) 535-4460 x135 Fax: (510) 261-6438 chrisw@nativehealth.org	Local Share: \$268,835 State Share: \$134,417 First Funded: FFY 1999	Legislators U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Barbara Lee CA Sen. Don Perata CA Assemblymember Wilma Chan
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Target Audience

- Ages: Grades 3-12; Young Adults; Adults; Seniors
- Ethnicities: Asian (12%); African American (19%); Latino (35%); Native American (24%); Caucasian (7%)
- Language: Spanish, English

Settings

Community Centers; Clinics

Partners

Local Health Departments; California Project LEAN

Description

The primary activity for the Native American Health Center's (NAHC) project is entitled "On the Move." The goal of the program is to increase the number of servings of fruits and vegetables consumed each day and the number of steps taken each day, measured by the use of pedometers. Over four weeks, participants ages 10 and up use weekly calendars to record their pedometer steps, fruit and vegetable intake, and water intake. The program provides a series of cooking classes, monthly newsletters, bulletin boards, and interactive nutrition education activities to promote fruits and vegetables in menu planning and preparation.

Because the goal of the "On the Move Program" is actual behavior change, the evaluation element is strong. The *Network* evaluation team will assist with the evaluation tools and outcome data focused on measuring the effectiveness of the lifestyle change interventions. The "On the Move" program also uses the pedometers as an evaluation tool measuring the change in the level of activity while program participants attend physical activity promotion activities. There will be nutrition surveys pre and post to measure the number of servings of fruits and vegetables consumed daily by the participants.

The "On the Move" program will be expanded in future years to include additional Indian agencies located throughout California. The NAHC program will act as advisory to these outside agencies.

Sierra Cascade Region

Butte, Colusa, Glenn, Lassen, Modoc, Nevada, Plumas, Shasta, Sierra, Siskiyou, Tehama, Trinity, and Yuba Counties



REGIONAL LEAD AGENCIES

California Nutrition Network

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5 a Day-Power Play! Campaign

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CALIFORNIA STATE UNIVERSITY, CHICO (RURAL NORTHERN CA NUTRITION NETWORK)

LIA - College/University

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Local Share: \$803,248

State Share: \$401,624

First Funded: FFY 2001

Legislators

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Wally Herger

CA Sen. Samuel Aanestad

CA Assemblymember Rick Keene

Target Audience

- Ages: PreKindergarten; Kindergarten; Grades 1-7
- Ethnicities: Asian (5%); African American (10%); Latino (25%); Native American (10%); Caucasian (50%)
- Language: Spanish, Hmong, English

Settings

Community Centers; Clinics; Schools

Partners

6 partners from: Schools; School Food Service; Local Health Departments; Parks and Recreation; California Project LEAN; Colleges/Universities; University of California Cooperative Extensions; Tribal Health Organization

Description

To reduce the prevalence of overweight among low-income children in the north state through a targeted awareness campaign designed to increase the recognition and prevention of pediatric overweight.

To prevent and educate regarding pediatric overweight through participation in an eight-week nutrition and physical activity education program, Lifelong Eating and Activity Patterns (LEAP).

To increase knowledge and awareness of the importance of consuming five fruits and vegetables a day. Several "Crunch Lunch" Salad Bars will be held at elementary schools and will feature a celebrity Chef who will discuss the edible parts of a plant: roots, stems, flowers, seeds and leaves.

To improve the food environment and adopt healthy food policies in School Districts through the use of the CDC, School Health Index Self-assessment tool, and the formation of Nutrition Action Councils.

Coordination of local, regional and statewide public/private infrastructure partnerships supporting the *Network's* social marketing plan.

SHASTA COUNTY OFFICE OF EDUCATION - NUTRITION SERVICES

LIA - County Office of Education

Michelle Larsen, RN Health & Nutrition Supervisor 1409 Market Street Redding, CA 96001-1599 Phone: (530) 225-2992 Fax: (530) 225-2976 mlarsen@shastacoe.org	Local Share: \$435,748 State Share: \$217,007 First Funded: FFY 2002	Legislators U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Wally Herger CA Sen. Samuel Aanestad CA Assemblymember Doug La Malfa
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Target Audience

- Ages: PreKindergarten; Kindergarten; Grades 1-3, 9-12; Young Adults; Adults
- Ethnicities: Asian (2%); African American (4%); Latino (13%); Native American (5%); Pacific Islander (1%); Caucasian (75%)
- Language: Spanish, English

Settings

Community Centers; Schools; Grocery Stores; Homes; Child Care Centers; Workshops

Partners

7 partners from: Schools; School Food Service; Local Health Departments; Parks and Recreation; California Project LEAN; University of California Cooperative Extensions; Local Departments of Social Services

Description

The Shasta County Office of Education Nutrition and Physical Activity (NAPA) group promotes the benefits of eating 5 or more fruits and vegetables and being physically active for 30 to 60 minutes each day through the following avenues: Family Child Care Homes, Child Development classrooms, Alternative Education High Schools, and families in Shasta County at community events through the following activities.

Visits are conducted using curricula geared toward children and their parents and handouts are provided to take home. Nutritional education reinforcement items (NERI) are offered as incentives. Hands-on activities, such as preparing smoothies and making easy vegetable stir-fry dishes, are provided at the Alternative Education High Schools. There is opportunity for providers to also learn at the various locations.

Besides our monthly NAPA Newsletter, which is sent to teachers and parents, monthly newsletters are also created and sent to Family Child Care Homes and Child Development Classrooms. Each newsletter contains similar information on the "Monthly 5 a Day Fruit, Vegetable, and Activity." This message is repeated on school menus. Recipes are offered, workshops provided, and food demonstrations are included as part of community events and workshops. Flyers are distributed at events such as the Market Fest and Hispanic Fair as a reminder of the *Nutrition Network* tenets.

The NAPA group supports National and State 5 A Day promotions, as well as Lean-N-Green Day in March, which is held in preparation for Spring Into Health in collaboration with the Shasta County Public Health, WIC, and Shasta Coalition for Activity and Nutrition (Shasta CAN).

SHASTA COUNTY PUBLIC HEALTH DEPARTMENT*California Nutrition Network Regional Lead Agency***Beth Thompson**

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Local Share: \$314,965

State Share: \$157,384

Grant Amount: \$103,540

First Funded: FFY 1998

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Wally Herger
CA Sen. Samuel Aanestad
CA Assemblymember Doug La Malfa

Target Audience

- Ages: PreKindergarten; Kindergarten; Grades 1, 2; Young Adults; Adults
- Ethnicities: Asian (4%); African American (4%); Latino (9%); Native American (2%); Caucasian (82%); Other (1%)
- Language: English

Settings

Community Centers; Schools; City Buses

Partners

15 partners from: Schools; School Food Service; Local Health Departments; Parks and Recreation; California Project LEAN; Colleges/Universities; University of California Cooperative Extensions; Retailers, Smuckers

Description

Regional staff provides expertise for media inquiries and activities occurring in the region and coordinate activities in the region for State-sponsored media campaigns, including National 5 A Day Week.

The agency works with California State University, Chico faculty to implement and evaluate their Community-Based Social Marketing Project. The goal of the project is to increase fruit consumption by one serving per day in Extended Opportunity Program and Services (EOPS) low-income female students at a local community college. The message is being distributed in newsletters, a web page, health fairs, and brochures, table tents, and posters on campus. Staff is also working with college food services to create an environment to support this behavior.

Collaborating with the Shasta Coalition for Activity and Nutrition (CAN), the project assesses current food/nutrition/physical activity programs or policies in 10 to 20 Shasta County elementary schools and distribute results to key stakeholders. Based on the results of these assessments, the project works with schools to develop and implement policies to address the findings and provides technical support and training for physical activity promotion in one pilot elementary school. For preschool-aged children, the project develops and distributes a physical activity curriculum resource guide. In addition, it will also be promoting gardening via presentations, articles, and education brochures in Shasta County as an inexpensive way to increase fruit and vegetable consumption.

UNIVERSITY OF CALIFORNIA COOPERATIVE EXTENSION, BUTTE COUNTY*5 a Day—Power Play! Campaign Regional Lead Agency***Felicia Ponce**

Project Coordinator
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First Funded: FFY 2001

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. John T. Doolittle
CA Sen. Samuel Aanestad
CA Assemblymember Rick Keene

Target Audience

- Ages: Grades 4, 5
- Language: Spanish, English

Settings

Schools; Grocery Stores; Farmers' Markets; Restaurants; Community Youth Orgs; Media

Partners

30 partners from: Schools; School Food Service; Local Health Departments; Parks and Recreation; California Project LEAN; Colleges/Universities; University of California Cooperative Extensions; Community Youth Organizations/Afterschool Programs

Description

The University of California Cooperative Extension, Butte County acts as the Sierra Cascade Region's lead agency for the *California Children's 5 a Day—Power Play! Campaign*. During 2004, the region will reach 9- to 11-year-old children with the *5 a Day* and physical activity messages through activities conducted with schools, community youth organizations, farmers' markets, supermarkets, food services/restaurants and the media. The lead agency will recruit participation from a variety of community organizations and adult intermediaries with direct access to 9- to 11-year-old children and their parents; provide materials, training and technical assistance to participating organizations; work with partners to institute community- and organizational-level policy, systems, and environmental changes; conduct media and public relations outreach targeting children, parents, adult intermediaries, opinion leaders, and policymakers; enhance connections among participating organizations; and facilitate a regional *5 a Day—Power Play! Steering Committee*. In addition, the lead agency will coordinate with other CPNS-funded projects in the region, including participating in the regional *Network* collaborative. Through these activities, the lead agency will ensure that the Campaign achieves at least 18,000 impressions with the region's 9,164 low-income 9- to 11-year-old children. The Sierra Cascade Region includes Butte, Colusa, Glenn, Lassen, Modoc, Nevada, Plumas, Shasta, Sierra, Siskiyou, Tehama, Trinity, and Yuba counties.

Southern Coast Region

Imperial and San Diego Counties



REGIONAL LEAD AGENCIES

California Nutrition Network

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Department of Exercise and Nutritional Sciences
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5 a Day-Power Play! Campaign

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Latino 5 a Day Campaign

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CAJON VALLEY UNION SCHOOL DISTRICT

LIA - School/District

Robin L. Pelletier 3900 5th Avenue, Suite 310 San Diego, CA 92103 Phone: (619) 260-5540 Fax: (619) 260-1510 rpelletier@projects.sdsu.edu	Local Share: \$553,721 State Share: \$276,756 First Funded: FFY 2000	Legislators U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Susan A. Davis CA Sen. Dede Alpert CA Assemblymember Christine T. Kehoe
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Target Audience

- Ages: PreKindergarten; Kindergarten; Grades 1-12
- Ethnicities: Asian (1.3%); African American (7.1%); Latino (27%); Native American (1%); Pacific Islander (0.7%); Caucasian (61.6%); Filipino (1.1%)
- Language: Spanish, Tagalog, Armenian, English

Settings

Schools; School Board Members

Partners

7 partners from: Schools; School Food Service; Local Health Departments; California Project LEAN; Colleges/Universities; University of California Cooperative Extensions; Active Living Research

Description

Cajon Valley Union School District and its partners (Grossmont and Sweetwater High School Districts, and Lemon Grove School District) are dedicated to providing San Diego County school districts with the tools to adopt and evaluate strategies to improve school environments. By focusing on implementing and improving current nutrition education and physical activity programs these efforts will enhance the well being of low income families and increase active living within communities throughout San Diego County.

Research tested programs based on the principles of social marketing will be implemented and ongoing process evaluation will be followed to assess program effectiveness.

Programs will be selected based on the *5 a Day* principles and physical activity recommendations as set forth by the Surgeon General of the United States.

An intra-district communication link will be established and maintained to sustain the coordinated school nutrition policy movement to change school environments. These changes will encourage low-income families to increase fruit and vegetable consumption to at least 5 servings per day and incorporate daily physical activity to 30 minutes for adults and 60 minutes for youth.

COMMUNITY RESOURCE CENTER (CRC): NUTRITION NOW

Food Security Special Project

Laurin Pause

Executive Director
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r.org

Grant Amount: \$45,000

First Funded: FFY 2000

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Randy Cunningham
CA Sen. Bill Morrow
CA Assemblymember Mark
Wyland

Target Audience

- Ages: All Ages
- Ethnicities: Asian (1%); African American (7%); Latino (43%); Native American (1%); Pacific Islander (3%); Caucasian (45%)
- Language: Spanish, Tagalog, English

Settings

Community Centers; Farmers' Markets; Domestic Violence Shelter

Partners

Faith based settings; FEMA

Description

This San Diego County-based fourth-year food security project provides a unique casework-oriented model designed to improve the food security and nutrition knowledge and behaviors of two basic sets of clients.

The project's multi-service center includes the Libre shelter which houses women and their children as clients who have experienced various forms of domestic abuse. While living at the shelter and throughout the project year, at least fifty women and fifty children are provided with weekly two-hour nutrition education classes, food demonstrations, on-site structured gardening for nutrition, and weekly trips to the local farmers' market. Hands-on cooking classes are also included in the nutrition education activities to teach shelter residents how to provide healthy, low-cost meals as a beginning step towards self-sufficiency, empowerment and healing for the entire family, and how cost-effective it is to provide fresh fruits and vegetables for their family as compared to fast food.

The Community Resource Center's (CRC) other major client group is comprised of approximately 3,000 low-income participants who often visit the Center's Bread Room, Social Services, Commodities, and Infant Care programs. The project routinely provides literature and brochures about nutrition, meal planning, food preparation, food safety, food storage and low-cost food resources in the community, and through the use of strategically located bulletin boards at the CRC. Once a month during commodities distribution, the CRC provides hands-on nutrition activities including demonstrations of how to use fruits and vegetables in easy, affordable meals, along with the showing of CRC's "Healthy Eating" videos and the distribution of a recipe and a sample fruit or vegetable for use at home. The project is also actively involved with assisting clients with information about food assistance programs such as WIC and Food Stamps.

FAITH BASED COMMUNITY DEVELOPMENT CORPORATION*Faith Community Outreach Special Project***Susan Woods**

Project Coordinator
620 Mission Ave
Oceanside, CA 92054

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First Funded: FFY 2002

Legislators

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Darrell Issa

CA Sen. Bill Morrow

CA Assemblymember Patricia C.
Bates

Target Audience

- Ages: Young Adults; Adults
- Ethnicities: African American (97%); Latino (2%); Caucasian (1%)
- Language: Spanish, English

Settings

Community Centers; Clinics; Schools; Grocery Stores; Farmers' Markets; Faith Organizations

Partners

12 partners from: Schools; Local Health Departments; Parks and Recreation; California Project LEAN; Colleges/Universities; Local Departments of Social Services

Description

The Faith-Based Nutrition and Fitness Program (FBNFP) is a comprehensive health education and training program designed to teach the benefits of nutrition and fitness as a disease prevention strategy. The project represents a collaborative partnership of African American faith-based and other non-profit organizations within North San Diego County. The partnership includes three churches that are located within close proximity to one another, the North San Diego County NAACP, Vista Community Clinic, and the North County Times. Ongoing project education and outreach efforts include community festivals and health fairs, free health screenings, nutrition education classes, food demonstrations, health forums/conferences, distribution of educational materials, and walking clubs. FBNFP also administers the American Cancer Society "Body & Soul Program: A Celebration of Healthy Living".

GROSSMONT-CUYAMACA COLLEGE*LIA - College/University*

Donna Riley Project Director 900 Rancho San Diego Parkway El Cajon, CA 92019-4304 Phone: (619) 660-4504 Fax: (619) 660-4599 donna.riley@gcccd.net	Local Share: \$117,645 State Share: \$58,823 First Funded: FFY 1999	Legislators U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Duncan Hunter CA Sen. Dennis Hollingsworth CA Assemblymember Jay La Suer
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Target Audience

- Ages: Young Adults; Adults; Seniors
- Ethnicities: Asian (5%); African American (7%); Latino (14%); Native American (4%); Pacific Islander (2%); Caucasian (62%); Chaldean (6%)
- Language: Spanish, English, Arabic, Farsi

Settings

Schools

Partners

4 partners from: California Project LEAN; Colleges/Universities; College Fitness Center; College Wellness Center

Description

The Cuyamaca College Food for Life Program offers nutrition education in a fitness center setting, integrating an active lifestyle with dietary guidance. The grant pays for the services of a Registered Dietician and nutrition instructor, as well as clerks to help document student progress and program effectiveness.

Students in the Foods for Fitness class (ES 010) are required to meet with the RD at least once during the semester. At that time, they are given the Foods for Fitness Workbook (free of charge, also covered by the grant). They are given individual written assignments to complete based on their nutritional issues. The RD utilizes food logs, computer analyses, *5 a Day*/30 min-a Day materials and food models to illustrate portion sizes.

Food for Life also provides at least one Staff Development in-service for college staff per year, and several "College Hour" programs for students every semester. These are presentations about nutrition that feature guest speakers, flyers, recipes, food samples, etc. that promote the *5 a Day* message. Food for Life staff members participate in the Cuyamaca College Health Fair every year as well.

Food for Life staff members also plan to attend *Nutrition Network* sponsored workshops, including Social Marketing conferences. The RD is active in local nutrition network activities and workshops on a regular basis.

IMPERIAL COUNTY, PUBLIC HEALTH DEPARTMENT*LIA - Local Health Department***Danila Vargas**

Public Health Nutritionist
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El Centro, CA 92243-2306

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Local Share: \$73,234

State Share: \$36,618

First Funded: FFY 1998

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Bob Filner
CA Sen. Denise Moreno Ducheny
CA Assemblymember Bonnie Garcia

Target Audience

- Ages: All Ages
- Ethnicities: African American (4%); Latino (72%); Caucasian (20%); Other (4%)
- Language: Spanish, English

Settings

Community Centers; Clinics; Schools; Grocery Stores; Farmers' Markets; Restaurants; Faith Organizations

Partners

15 partners from: Schools; School Food Service; Parks and Recreation; University of California Cooperative Extensions; National Organizations

Description

The *Nutrition Network* project targets low income Latino families, health and educational professionals and other agencies that assist low-income families. The project's goals focus on three levels of the Social-Ecological Model for Nutrition Program Evaluation Spheres of Influence. Goal 1) to expand the local Physical Activity and Healthy Eating Coalition (PAHE) who work to identify and implement strategies to promote the *Nutrition Network* goals. Members of the coalition represent a variety of organizations countywide. Goal 2) to motivate families to make sustainable healthy choices by providing dynamic presentations on nutrition & physical activity including cooking demonstrations, by participating in appropriate outreach events and by enhancing other health related strategies. Goal 3) to offer support and increased capacity of promoting healthy eating and physical activity to organizations that work with health and educational professionals, teenagers, children and families.

INDIAN HEALTH COUNCIL, INC. (IHC)*LIA - Indian Tribal Organization*

Martina Portillo PO Box 406 Pauma Valley, CA 92061-0406 Phone: (760) 749-1410 x5401 Fax: (760) 749-4122 mportillo@indianhealth.com	Local Share: \$245,124 State Share: \$122,562 First Funded: FFY 1997	Legislators U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Darrell Issa CA Sen. Dennis Hollingsworth CA Assemblymember Ray Haynes
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Target Audience

- Ages: All Ages
- Ethnicities: African American (0.06%); Latino (0.6%); Native American (95%); Caucasian (2%); not found (2.3%)
- Language: English

Settings

Community Centers; Clinics

Partners

5 partners from: Schools; Local Health Departments; Parks and Recreation; University of California Cooperative Extensions; Local Departments of Social Services

Description

1. Taste and Try Thursday. IHC staff will set up a *Nutrition Network* booth every Thursday inside the medical department lobby. The booth will include education information on the importance of fruit and vegetable consumption, physical activity and diabetes prevention. IHC will have a fruit or vegetable sample available, conduct a survey during the sampling, conduct a telephone follow-up survey one month later and tally the results to determine impact of trying new fruits and vegetables.
2. Change vending machine food choices. IHC staff will develop a presentation on healthy nutrition. Conduct the presentation at department meetings, distribute and conduct a survey to IHC employees to determine their vending machine preferences, submit results to a vending machine committee and change current vending machine based on survey results. Educational posters will be posted as well as educational materials available about the vending machine food. A post-test survey will be conducted to determine change in vending machine habits.
3. Youth outreach. IHC staff will visit the local youth centers to complete a nutrition activity related to fruit and vegetable consumption, and physical activity.
4. Healthy cooking demonstrations. IHC staff will conduct two cooking demonstrations per month for All Tribes American Indian Charter School. The SDNN Fruit and Vegetable cooking curriculum will be the education base for the cooking component.
5. IHC staff will develop a survey to determine how the target audience would like to receive education on good nutrition, fruit and vegetable consumption and physical activity. The results will be used to complete year two (2005) and year three (2006).

REVIVAL TIME COMMUNITY CHURCH OF GOD IN CHRIST*Faith Community Outreach Special Project***Rev. Lonnie Lynch**

Project Director
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San Diego, CA 92104

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richardfsmith91941@yahoo.com

Grant Amount: \$75,000

First Funded: FFY 1999

Legislators

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Susan A. Davis

CA Sen. Dede Alpert

CA Assemblymember Christine T.
Kehoe

Target Audience

- Ages: Grades 5-7, 9-12; Young Adults; Adults; Seniors
- Ethnicities: African American (100%)
- Language: English

Settings

Grocery Stores; Farmers' Markets; Faith Organizations

Partners

California Project LEAN; National Organizations; Sweetheart Project

Description

Revival Time Community Church of God in Christ works with African American families to increase their consumption of fruits and vegetables. Low-income and single parent families comprise 90 percent of the congregation at Revival Time Community Church. The health ministry is implemented in 4-6 churches in San Diego County. Education has been offered to the members, partnering churches and community through sessions on meal preparation on limited budgets, gardening tips, cooking contests, a walking club, nutritional fliers, and an Annual Health Fair. Revival Time Community Church has also partnered with the Sweetheart to promote a large campaign to target youth obesity. Project families are empowered to develop and maintain healthy lifestyles. Nutrition education and physical activity is also promoted on weekly telecasts on cable and radio stations.

SAN DIEGO COMMUNITY COLLEGE DISTRICT*LIA - College/University***Nancy Hampson**

Project Coordinator
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 San Diego, CA 92113

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Local Share: **\$388,177**

State Share: **\$194,088**

First Funded: **FFY 2002**

Legislators

U.S. Sen. Dianne Feinstein
 U.S. Sen. Barbara Boxer
 U.S. Rep. Bob Filner
 CA Sen. Denise Moreno Ducheny
 CA Assemblymember Juan Vargas

Target Audience

- Ages: Young Adults; Adults; Seniors
- Ethnicities: Asian (20%); Latino (59%); No info given (21%)
- Language: Spanish, Vietnamese, Hmong, Cantonese, Tagalog, Korean, Khmer, Mandarin, Russian, African dialects

Settings

Schools

Partners

4 partners from: Schools; Local Health Departments; California Project LEAN; University of California Cooperative Extensions

Description

This project is in its second year of developing "Guidelines for Promoting Healthy Eating with Adult English as a Second Language Adults." Twelve model nutrition education lessons at four levels of ESL were developed last year addressing three Key Messages identified by formative research funded by the *Network*. An additional 12 lessons at four levels addressing Key Messages 4-6 will be developed this year including two that incorporate the use of technology into the lesson. A plan to disseminate the project will begin to be implemented in the Spring, 2004. A collaborative process is key to the success of this project as ESL professional educators and nutrition educators work together to complement each others' expertise in addressing the nutrition education needs of low income immigrant families adjusting to a new language and a new culture.

SAN DIEGO STATE UNIVERSITY - DEPARTMENT OF EXERCISE AND NUTRITIONAL SCIENCES

California Nutrition Network Regional Lead Agency

Joan Rupp, MS, RD

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Local Share: \$137,423

State Share: \$68,707

Grant Amount: \$206,000

First Funded: FFY 1998

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Randy Cunningham
CA Sen. Bill Morrow
CA Assemblymember Mark
Wyland

Target Audience

- Ages: All Ages
- Ethnicities: Asian; African American; Latino; Native American; Pacific Islander; Caucasian
- Language: Spanish, English

Settings

Community Centers; Clinics; Schools; Grocery Stores; Restaurants; Faith Organizations; Community Based Organizations

Partners

91 partners from: Schools; School Food Service; Local Health Departments; Parks and Recreation; California Project LEAN; Colleges/Universities; University of California Cooperative Extensions; Local Departments of Social Services; Community-Based Organizations; Restaurants; farms; produce suppliers

Description

Expansion and strengthening of our regional collaborative, maintenance of communication among partner organizations, policy advocacy, and design, implementation and evaluation of collaborative programs are key activities for 03-04. Through our annual sharing forum, monthly collaborative meetings and regular subcommittee meetings we are currently focusing on the expansion of Meeting Well policy to additional worksites, launch of the Healthy Kids Meals restaurant project, dissemination and training for the Cocinando Saludable/Healthy Cooking curriculum, development, buy-in and dissemination of a San Diego Nutrition Network brand, media advocacy, policy advocacy and participation in 5 a Day activities. We have awarded eleven mini-grants to partner and non-partner organizations to extend the reach of our message to increase fruit and vegetable consumption. Decisions are made by the collaborative about promotion of single messages, development of materials, development of programs, target populations, training needs and general direction.

SOUTHERN INDIAN HEALTH COUNCIL, INC.*LIA - Indian Tribal Organization*

Lisa Turner, RD PO Box 2128 Alpine, CA 91903-2128 Phone: (619) 445-1188 x204 Fax: (619) 445-8047 lturner@sihc.org	Local Share: \$248,635 State Share: \$124,318	<u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Duncan Hunter CA Sen. Dennis Hollingsworth CA Assemblymember Jay La Suer
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Target Audience

- Ages: All Ages
- Ethnicities: African American (1%); Latino (14%); Native American (74%); Caucasian (11%)
- Language: Spanish, English

Settings

Clinics; Schools; Indian Reservations

Partners

11 partners from: Schools; Local Health Departments; Colleges/Universities; Indian Reservations & Schools; San Diego Nutrition Network

Description

With the funds received from the *California Nutrition Network* SIHC, Inc. will continue to provide nutrition information regarding the importance of consuming at least 5 servings of fruits and vegetables a day and living a healthy lifestyle that includes 30 – 60 minutes of physical activity per day to reduce the risk of chronic disease among Native Americans and community members and their families in our target area.

We work in partnership to achieve these goals by offering our service area population the following:

- Promote our healthy messages at Community events, health fairs and commodity days
- Offer nutrition classes, cooking demonstrations and food tastings
- Create and distribute nutrition newsletters for both adults and children
- Promote physical fitness at all events
- Participate with Urban Indian Health Board with their “On The Move” program
- Continue to support and increase collaborative partnerships to help expand and strengthen our efforts

UNIVERSITY OF CALIFORNIA, SAN DIEGO - DIVISION OF COMMUNITY PEDIATRICS*5 a Day-Power Play! Campaign Regional Lead Agency***Julie Sammons**

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San Diego, CA 92110

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First Funded: FFY 2002

Legislators

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Susan A. Davis

CA Sen. Dede Alpert

CA Assemblymember Christine T.
Kehoe

Target Audience

- Ages: Grades 4, 5
- Language: Spanish, English

Settings

Clinics; Schools; Grocery Stores; Farmers' Markets; Restaurants; Media; Community Youth Organizations; Non-profits; Health Organizations

Partners

150 partners from: Schools; School Food Service; Local Health Departments; Parks and Recreation; California Project LEAN; Colleges/Universities; University of California Cooperative Extensions; Community Youth Organizations/Afterschool Programs; Health Promotion Orgs; Retailers; Farms

Description

The University of California, San Diego, Division of Community Pediatrics acts as the San Diego Region lead agency for the *California Children's 5 a Day—Power Play! Campaign*. During 2004, the region will reach 9- to 11-year-old children with the *5 a Day* and physical activity messages through activities conducted with schools, community youth organizations, farmers' markets, supermarkets, food services/restaurants and the media. The lead agency will recruit participation from a variety of community organizations and adult intermediaries with direct access to 9- to 11-year-old children and their parents; provide materials, training and technical assistance to participating organizations; work with partners to institute community- and organizational-level policy, systems, and environmental changes; conduct media and public relations outreach targeting children, parents, adult intermediaries, opinion leaders, and policymakers; enhance connections among participating organizations; and facilitate a regional *5 a Day—Power Play! Steering Committee*. In addition, the lead agency will coordinate with other CPNS-funded projects in the region, including participating in the regional *Network* collaborative. Through these activities, the lead agency will ensure that the Campaign achieves at least 75,000 impressions with the region's 37,704 low-income 9- to 11-year-old children. The San Diego Region includes San Diego and Imperial Counties.

UNIVERSITY OF CALIFORNIA, SAN DIEGO - DIVISION OF COMMUNITY PEDIATRICS*Latino 5 a Day Campaign Regional Lead Agency***Blanca Melendrez**

Project Coordinator

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Grant Amount: \$110,000**Legislators**

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Susan A. Davis

CA Sen. Dede Alpert

CA Assemblymember Christine T.
Kehoe**Target Audience**

- Ages: Young Adults; Adults
- Ethnicities: Latino
- Language: Spanish, English

Settings

Clinics; Grocery Stores; Farmers' Markets; Festival; Community Based Orgs; Direct Health Service Providers

Partners

100 partners from: Local Health Departments; California Project LEAN; University of California Cooperative Extensions; Local Departments of Social Services; Healthcare; Mexican consulate, government officials; churches; restaurants; supermarkets; English language classes

Description

UC San Diego, Community Pediatrics serves as the Regional Lead Agency for the *Latino 5 a Day Campaign* in the San Diego Region. Throughout 2004, the region will work with the target community and public/private partners to reach Spanish-language dominant and English-speaking Latino adults, aged 18-54 years, with *5 a Day* and physical activity information and opportunities for action. The region is funded currently to coordinate a community coalition and oversee implementation of the Campaign's components, which include interventions conducted at large Latino festivals, farmers'/flea markets, supermarkets and neighborhood grocery stores, direct health service provider organizations, and community clinics. These regional activities, which reach nearly 206,457 Latinos annually, are reinforced with bilingual television, radio, and outdoor advertisements and public relations activities.

UNIVERSITY OF CALIFORNIA, SAN DIEGO - DIVISION OF COMMUNITY PEDIATRICS*LIA - College/University***Todd Galati, M.A.**

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Local Share: \$329,617**State Share: \$164,807****First Funded: FFY 1999****Legislators**

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Susan A. Davis
CA Sen. Dede Alpert
CA Assemblymember Christine T. Kehoe

Target Audience

- Ages: Grades 4, 5; Young Adults; Adults; Seniors
- Ethnicities: Asian (11%); African American (6%); Latino (78%); Native American (1%); Pacific Islander (1%); Caucasian (2.6%); no info (2.5%)
- Language: Spanish, English

Settings

Community Centers; Schools

Partners

25 partners from: Schools; School Food Service; California Project LEAN; Colleges/Universities; University of California Cooperative Extensions; Nutrition Network News; San Diego 5 a Day (Latino & Power Play!); San Diego Nutrition Network and all of its partners; San Diego Coalition on Obesity

Description

State Share dollars fund continued development of the Nutrition Link web-based nutrition and physical activity education lessons that integrate nutrition with core curricula to meet California Content Standards for 4th and 5th grades and allow for easier implementation by teachers at 5 participating schools. Two nutrition/physical activity education web-based lessons enhance the monthly in-class lessons (Local Share). Lessons are based on the Dietary Guidelines for Americans, Healthy People 2010 Objectives, and the CATCH curricula. Pre/post questionnaires assess knowledge and behavior changes resulting from the program. Fourth-grade Web-lessons integrate the following nutrition topics and core subjects (in parentheses):

- Food Guide Pyramid (English-Language Arts: "Island of the Blue Dolphins")
- 5 a Day (Social Studies: California Fruits & Vegetables)
- Food Label (Math: Fractions and Multiplication)
- Vitamins and Minerals (Social Studies: California Explorers)
- Healthy Snacks (Social Studies: Gold Rush to World War II)
- Breakfast (English-Language Arts: "The Comeback Dog")
- Fast Food and Restaurants (Math: Using Graphs)
- Physical Activity Education (Math: 2 digit numbers)
- Body Image and Food Safety (English-Language Arts: "Because of Winn Dixie")

Nutrition Link reaches the entire school community through: parent nutrition talks with Health Educators; 5 a Day PSAs; newsletters (English/Spanish) for all students in participating schools; implementing 5 a Day–Power Play! in participating schools; and collaboration with food service directors, parent coordinators, garden specialists and the San Diego Nutrition Network.

III. Projects of Statewide Significance

CALIFORNIA FRUIT AND VEGETABLE INTAKE CALIBRATION STUDY*Cancer Research Project***Charles Disogra, DrPH**

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Los Angeles, CA 90024

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Description

The priority of the California Department of Health Services is to increase the fruit and vegetable intake of Californian population as a strategy to reduce cancer risk. This effort has been tracked every other year since 1989 with the California Dietary Practices Survey (CDPS). The calibration study examines differences in the number of servings of fruits and vegetables in the general population, particularly among white, Latino, African-American groups and low-income persons. The survey is conducted in the same way as the CDPS. Because of the planned large sample sizes, this study can examine differences in detail across race/ethnic and socio-economic groups. The large sample sizes also makes the results statistically more precise than past surveys.

This study is the largest and most precise fruit and vegetable intake study in California using CDPS methods. A key aim is to measure variation in California's fruit and vegetable intake during different seasons of the year. This allows researchers to adjust both past and future survey data for the different effects of season. If seasonal differences are significant, especially for Latinos or African-Americans, it may help explain the dramatic trends that have been reported in these two groups based on past surveys. As part of this research a new short form version of the CDPS was developed and is also being tested. This will be compared to the full-length (more expensive) CDPS method. A means of adjusting the difference between these two methods will be developed so that the short-form method may potentially be used for future low-cost tracking surveys.

Data collection was completed by the beginning of Year 08. Data was gathered from 6,737 general population and 4,110 low-income respondents. During Year 08, data analysis will be completed and the final report written. The information collected in this study will be a valuable resource for future research and establish a solid baseline for continued tracking of fruit and vegetable intake into the twenty-first century.

CANCER PREVENTION FOR AFRICAN-AMERICANS IN LOS ANGELES*Cancer Research Project*

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Description

The incidence of prostate cancer among African-American men is nearly 60% higher than among white men, and incidence of diet-related cancers is higher among African-Americans compared to other ethnic groups. A diet low in fat and rich in fruits and vegetables appears to be protective against prostate and other cancers. However, nearly half of the African Americans in California eat two or fewer daily servings of fruits and vegetables—a level of consumption associated with much greater cancer risk. A statewide survey shows that lower-income households eat in restaurants less frequently, but they are more likely to dine in fast food restaurants and eat high-fat foods.

This research was funded during Year 05 as a Pilot Community-Initiated Research Collaboration Award (CIRCA), addressing the Cancer Research Program's priority area of primary prevention. It was funded as a CIRCA Full 3-year project beginning Year 06. This project explores “new approaches or policies to remove or mitigate barriers to the adoption of behaviors that have been shown or are believed to reduce or prevent cancers” in Mid and South Central Los Angeles by increasing the availability of low-fat foods and fruits and vegetables in 10-15 grocery stores and restaurants. The target audience for this project is African American residents of four neighborhoods in Mid and South Central Los Angeles.

The project's primary hypothesis is: Holding prices constant, increasing the availability of low-fat dairy and meat, high fiber breads, and higher quality fruits and vegetables in grocery stores will significantly increase consumption of those products. This hypothesis will be investigated using weekly sales data from grocery stores in the intervention and comparison communities, along with new quality and availability data collected bi-weekly, as measured by shelf space allocated to key food products. A statistical analysis will examine the relative contribution of availability, price, and quality on the purchase of cancer preventing foods. This research will help meet the project's aims:

1. Fully implement a community advocacy model to work with 10-15 grocery stores and restaurants to increase the availability and quality of healthy foods offered.
2. Scientifically examine changes in purchasing of healthy foods by investigating a) the effects of availability, price, and quality on purchasing healthy foods in grocery stores and b) the impact of increasing healthy food choices availability in family-style restaurants on sales of these choices.
3. Widely disseminate the results of the project to community members, decision makers, and researchers in public health and economics.

Year 08 will see the following activities: a) continued sales data collection from participating restaurants; b) comparison of sales of healthy entrees in partner restaurants with and without publicity; c) collaboration with REACH 2010 on a booklet to inform the community about sources for healthy restaurant meals; and d) Wave 4 of the Food Basket survey in 12 LA and 13 Sacramento grocery stores.

CANCER PREVENTION: NUTRITION EDUCATION AMONG LOW-INCOME VIETNAMESE-AMERICANS IN CALIFORNIA*Cancer Research Project***Dr. Joanne Ikeda, MA, RD**

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Description

The Vietnamese population is the fastest growing ethnic minority in the United States as well as the fastest growing Asian/Pacific Islander population in California. Currently, one in every hundred Californians is Vietnamese. The majority of Vietnamese Americans are recent immigrants who do not speak or read English. Many families have very limited incomes and qualify for a variety of government nutrition programs such as Food Stamps and free school meals. Preliminary studies suggest that after immigrating to the United States, Vietnamese consume more high-fat, high-cholesterol, high-sodium foods and seasonings and fewer fruits and vegetables than they did in their homeland. (Hung 1995). The mean intake by Vietnamese Californians, according to the same source, is 3.1 per day (versus 4.3 serving among the general U.S. population). Vietnamese Americans adopt a sedentary lifestyle and do not exercise regularly (County of Orange Health Care Agency, Assessment Report, 1998). Among Vietnamese Americans, 43.6% of deaths are due to heart disease and cancer (California Vital Statistics, 1987).

The University of California Cooperative Extension (UCCE) serves the most disadvantaged low-income families through its Expanded Food and Nutrition Education Program (EFNEP). Paraprofessional Nutrition Education Assistants (NEAs) are the "front line" workers in term of delivering nutrition education to low-income families. NEAs are hired, trained, and supervised by home economists, are indigenous to their target population, and facilitate understanding of the problems and ambitions of those being taught, and when appropriate, speak the language.

This is a community-based project, begun in February 2000 with four focus groups held with low-income Vietnamese immigrants in four California locales. Results obtained from focus groups were used to drive the development of the Vietnamese language diet and lifestyle changes educational and educator-training materials pilot-tested during Year 06. These materials can be found at <http://nutrition.berkeley.edu/extension/vietnamese.health/>.

The intervention NEAs teach a series of 5 lessons in small groups of 5-6 participants in either the home or community based settings. Self-administered baseline surveys are collected at the first nutrition education session and again at the end of the last session. A follow-up survey is administered by phone one month later. The surveys collect data on demography, knowledge and attitudes regarding the relationship between diet and cancer, changes in fruit and vegetable intake as well as other self-reported dietary changes made as a result of program participation. Data collection will be completed at the beginning of Year 08, and a summary of findings is anticipated by the end of Year 08.

**PUBLIC HEALTH INSTITUTE - EXAMINATION OF COMMUNICATION FACTORS
AFFECTING POLICYMAKERS***Cancer Research Project***Peggy Agron**

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Description

Health and lifestyle behaviors can cause death, disease, and cancer. Some cancers have been linked to dietary factors such as low fruit and vegetable consumption. Diet patterns nationwide have, in part, resulted in crisis proportions of obese children and placed these youth at risk for chronic diseases such as cancer in adulthood. Obesity now affects one in five children in the United States. Two-thirds to three-quarters of obese adolescents will become obese adults. Poor and/or minority teens are especially at-risk for related health problems.

Schools provide over one third of meals eaten by youth outside of the home. Although the National School Lunch program is required to meet dietary standards, items sold in vending machines, school stores, etc., are exempt. School boards set and enforce local public school policy. They can eliminate policies creating barriers to healthy eating and institute policies encouraging healthy eating.

California Project LEAN, the University of South Florida, the California School Boards Association, the California PTA, and ten California communities formed a partnership to determine if a social marketing communications campaign can increase school board members' support for school nutrition policies. Based on research during the pilot grant, the project created sample nutrition policies, advertisements and articles and published a nutrition policy handbook in Year 07._____. The project will be completed by the end of Year 08, with continued dissemination through advertising in CSBA publications and participating in state and local-level nutrition policy workshops. A survey of California school board members will be conducted during Year 08 to determine if knowledge and support for school nutrition policies is affected.

**UNIVERSITY OF CALIFORNIA, DAVIS - CENTER FOR ADVANCED STUDIES IN
NUTRITION AND SOCIAL MARKETING (CASNSM)***Cancer Research Project***Dr. Diana Cassady, DrPH**

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Legislators

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Doug Ose

CA Sen. Michael J. Machado

CA Assemblymember Lois Wolk

Description

The Center was established in 1999, and uses a multidisciplinary approach to develop methods for program evaluation, provide training and technical assistance, and examine market research and economic trends to promote healthy nutritional practices for cancer prevention in the California population. The Center brings together faculty from the UC Davis School of Medicine including the Departments of Epidemiology and Preventive Medicine, Clinical Nutrition, and the Cancer Center as well as the College of Agricultural and Environmental Sciences, and Departments of Nutrition and Communication. In addition, outside consultants with expertise in nutrition interventions, social marketing and evaluation are involved in the Center. The Center has two aims. The first aim is to conduct research to increase the effectiveness of nutrition and physical activity social marketing campaigns. The second aim is to provide resources and education for community practitioners to strengthen nutrition and physical activity social marketing campaigns. For the upcoming year, the Center will complete data analysis of a social marketing school breakfast promotion project to increase participation in the school breakfast program conducted during the past year, continue to update and add more tools to the evaluation tools page on the Center's website, and complete a data analysis of the California Health Interview Survey with respect to diet, obesity, and the Asian population.

CALIFORNIA CHILDREN'S DENTAL DISEASE PREVENTION PROGRAM

DHS Sister Program

Helen Cruz Sr Public Administrative Analyst CA Department of Health Services-Office of Oral Health PO Box 942732 MS 7210 Sacramento, CA 94234-7320 Phone: (916) 552-9886 Fax: (916) 552-9910 hcruz@dhs.ca.gov	Local Share: \$538,606 State Share: \$296,012 First Funded: FFY 2002	Legislators U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Robert T. Matsui CA Sen. Deborah V. Ortiz CA Assemblymember Darrell S. Steinberg
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Target Audience

- Ages: PreKindergarten; Kindergarten; Grades 1-6; Young Adults; Adults
- Ethnicities: Asian; African American; Latino; Native American; Pacific Islander; Caucasian
- Language: Spanish, Vietnamese, Hmong

Settings

Schools; Community Health Fairs

Partners

Schools; Local Health Departments

Description

The second year of the DHS-CDDPP-Parent Oral Health and Nutrition Education Program (POHNE) will focus on the implementation of activities in the communities of the CDDPP projects. Last year, local CDDPP projects identified specific schools, parent programs and community events in which to implement POHNE classes by providing education and information on dental disease, nutrition and physical activity. This year, at least one-half of all POHNE activities will be conducted in the classroom style environment using the POHNE curriculum and educational display. Each attendee will complete a written pre and post-test and POHNE evaluation. Other POHNE activities include participation at local health fairs, Back to School Nights or community events. All POHNE materials and curriculum will be translated and printed into Spanish, which will be distributed to each CDDPP project.

Additionally, the State Office of Oral Health (OOH) -UCSF Analyst will work with local CDDPP program coordinators from Santa Barbara Co, Orange Co. Contra Costa Co. to assist in the development of an impact evaluation component. These coordinators will evaluate POHNE classroom instruction, educational materials, evaluation tools and review *Nutrition Network* evaluation guidelines. Feedback will be provided to the State. Coordinators will also meet with the *Nutrition Network* evaluation specialist in Sacramento to develop the criteria, which will be used in the evaluation component and piloted next fiscal year.

CANCER DETECTION SECTION*DHS Sister Program*

Malati Chenik Project Coordinator PO Box 942732 MS 7203 Sacramento, CA 94234-7320 Phone: (916) 449-5279 Fax: (916) 449-5310 mchenik@dhs.ca.gov	Local Share: \$103,136 State Share: \$51,568 First Funded: FFY 2002	Legislators U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Robert T. Matsui CA Sen. Deborah V. Ortiz CA Assemblymember Darrell S. Steinberg
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Target Audience

- Ages: Adults; Seniors
- Ethnicities: Asian (14%); African American (18%); Latino (26%); Native American (16%); Caucasian (7%); Regional Total (12%)
- Language: Spanish, Vietnamese, Hmong, Cantonese, Tagalog, Korean, Khmer, Armenian, Mandarin, English

Settings

Clinics; Community Organizations

Partners

10 partners from: Local Health Departments; Community Agencies

Description

The focus of healthy lifestyle education is to provide nutrition education along with physical activity promotion as an integrated component of ongoing breast cancer and cervical cancer screening activities of the Partnership's at the local level. For this activity, each Partnership receives \$3,000 for healthy lifestyle education to augment, adapt, translate and train contractors/mini-grantees on the healthy lifestyle curriculum entitled, "Healthy Lifestyle Curriculum in Reducing the Risk of Breast Cancer" which is also available in other languages, the other languages in which the curriculum is available are Spanish, Vietnamese and Hmong. The work in progress for adapting the curriculum for cultural and linguistic sensitivity will continue to strengthen the curriculum. The minigrantees, contractors, community outreach workers, and others will use the adapted curriculum materials in nutrition education for CDS eligible women. Partnership satisfaction on the use of the funding for the work completed will be informally assessed by CDS at the end of the funding cycle.

The remaining balance of the funds \$20,000 will be used by CDS to print the number of copies of the curriculum in other languages as needed by the Partnerships. For this activity, CDS surveys Partnerships on the number of copies requested in other languages for the work to be accomplished at the local level. This activity is part of the Partnership's work plan submitted to CDS for review of the proposed work that will be accomplished at the local level. The how and what of the Partnership activities in use of resources for this year will be communicated via CDS channels to Partnerships, e.g., newsletter, memo, e-mail etc. The satisfaction and use of the duplicated copies of the curriculum are obtained by an informal survey of Partnerships at the end of the funding cycle. The results of activities are then communicated to the *Network* via the Interim and End of the Year Report of the Cancer Detection Section.

PREVENTIVE HEALTH CARE FOR THE AGING

DHS Sister Program

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Target Audience

- Ages: Adults; Seniors
- Ethnicities: Asian (5%); African American (3%); Latino (18%); Native American (1%); Pacific Islander (2%); Caucasian (70%); Middle Eastern, Russian (1%)
- Language: Spanish, Vietnamese, Hmong, Cantonese, Tagalog, Korean, Khmer, Mandarin, English, Arabic, Russian

Settings

Community Centers; Clinics; Farmers' Markets; Faith Organizations; Senior Centers; Residential Facilities; Mobile Home Parks

Partners

Local Health Departments

Description

Preventative Health Care for the Aging, in 13 local counties, promotes the health of low-income seniors aged 55 and over by increasing fruit and vegetable consumption to 5-9 daily servings, increasing daily physical activity to at least 30 minutes, and promoting participation in USDA nutrition assistance programs (including Food Stamps, senior meal programs, Brown Bag, Meals on Wheels, etc.).

Thirteen thousand seniors are targeted for 2003-2004. Activities include: conducting group nutrition education classes at places where low-income seniors typically gather; conducting "Ask About Nutrition" events concomitantly with PHCA-sponsored health promotion events, such as during local flu drives, to provide seniors waiting in line with information about healthy nutrition, physical activity and nutrition assistance programs. PHCA will also participate in a minimum of 21 local health fairs and provide this information to seniors. All activities will aim to serve low-income seniors. Materials will be offered in languages appropriate for the local populations and when needed, translators or bilingual staff will provide the education. Events are one-time educational sessions that are interactive and culturally appropriate.

PHCA participates in the National 5 A Day Week by sending out educational/promotional flyers and information about Food Stamps and local senior meal programs to 3000 low-income seniors and post campaign materials in places where seniors typically gather. PHCA also participates in community activities supporting statewide initiatives and connect with *Network Lead* agencies.

PRIMARY CARE AND FAMILY HEALTH (PCFH) WIC BRANCH

DHS Sister Program

Linda Cowling Public Health Nutrition Consultant (Specialist) 3901 Lennane Drive Sacramento, CA 95834 Phone: (916) 928-8502 Fax: (916) 928-0610 lcowling@dhs.ca.gov	Local Share: \$1,543,489 State Share: \$669,443 Grant Amount: \$350,000 First Funded: FFY 1996	Legislators U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Robert T. Matsui CA Sen. Deborah V. Ortiz CA Assemblymember Dave Cox
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Target Audience

- Ages: PreKindergarten; Kindergarten; Grades 1-12; Adults
- Ethnicities: Asian; African American; Latino; Pacific Islander; Caucasian
- Language: Spanish, English

Settings

Community Centers; Schools; Local Health Department

Partners

Schools; Local Health Departments; Community Centers

Description

The following projects will be implemented this year:

- Fund Healthy Eating and Childhood Overweight Prevention Grants in local communities via the Maternal and Child Health (MCH) and Children's Medical Services (CMS) Branches to nine local MCH and CMS local agency programs. The following agencies will receive funding: Contra Costa County Department of Health, Fresno County Health Department, The City of Long Beach Department of Health and Human Services, Los Angeles County Department of Health, Sonoma County Department of Health, Yolo County Department of Health, Merced County Department of Health, San Bernardino County Health Department, and City and County of San Francisco Department of Health. The goal of each project is help improve the nutrition and physical activity habits of low-income school aged children and their parents or caregivers that participate in MCH and CMS funded programs. Funding will be used to develop nutrition education interventions that promote: increased consumption of fruits and vegetables; healthy weight; partnerships and collaborations with other programs in planning and delivering nutrition education; and increased participation in USDA nutrition assistance programs.
- Plan a childhood obesity conference for 2005 to discuss progress in the implementation of obesity prevention practices supporting low-income families. Co-sponsors of the conference include UC Berkeley's Center for Weight and Health, and the California Department of Education. Building on the successes of two previous childhood obesity conferences, the conference will highlight best practices and promote skill building for intermediaries conducting interventions impacting healthy eating and physical activity behaviors of low-income children and their parents.

ASIAN FORMATIVE RESEARCH PROJECT*Statewide Project***Marjorie Kagawa Singer**

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Grant Amount: \$53,000

Legislators

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

Target Audience

- Ages: Grades 4-12; Adults
- Ethnicities: Asian (100%)
- Language: Vietnamese, Hmong, Cantonese, Mandarin

Description

The University of California at Los Angeles (UCLA) has been subcontracted to conduct the research and to analyze the results. Under the leadership of Dr. Marjorie Kagawa-Singer and Dr. Gail Harrison, the UCLA research team will collaborate with local Asian American and Pacific Islander (AAPI) community based organizations to conduct focus groups and key informant interviews. A series of four adult (parents of children ages 5-14) focus groups, four youth (ages 10-14) focus groups, and five key informant interviews will take place in each of the communities. The questions look at topics such as: eating habits, knowledge of the importance of eating fruits and vegetables, barriers to access to produce and physical activity, and venues to best reach the community with nutrition and physical activity messages. The results of the research project will be shared at the upcoming Asian American Network for Cancer Awareness, Research, and Training (AANCART) conference. It is hoped that the implications of the study will lead to new tailored interventions, such as an AAPI 5 a Day campaign.

**CALIFORNIA CENTER FOR RESEARCH ON WOMEN AND FAMILIES (CCRWF):
CALIFORNIA WORKING FAMILIES POLICY SUMMIT***Statewide Project***Kate Karpilow, PhD**

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Legislators

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Barbara Lee

CA Sen. Don Perata

CA Assemblymember Loni
Hancock

Target Audience

State and local policymakers, advocates, non-profit leaders, service providers

Settings

The Summit is held in Sacramento with a particular focus on the Legislature and Administration. The materials are made available statewide via the CCRWF website, www.ccrwf.org.

Partners

50 partners from: Legislative Caucuses; Non-profit organizations; Various state departments

Description

The California Working Families Policy Summit provides a policy development process for leading advocates to develop consensually-based policy agendas on priority issues, with the goal of addressing the needs and furthering the aspirations of California's working families.

In partnership with an advisory committee of about 15 agency representatives, CCWRF also will develop *Understanding Nutrition and Physical Activity: A Primer for Service Providers and Policy Makers*. This is one in a series of primers offered to assist practitioners and policy leaders in advancing their basic knowledge of complex social service programs by describing federal and state programs, how they are administered, and issues they are addressing. Its purpose is to reduce categorical barriers and develop a seamless network of services where consumers are central and the best use is made of all available resources. The Primer will be distributed to local, regional, and state policymakers, *Network* partners and contractors, and a broad spectrum of advocacy and service organizations.

CALIFORNIA ELECTED WOMEN'S ASSOCIATION FOR EDUCATION AND RESEARCH (CEWAER)

Statewide Project

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Legislators

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Robert T. Matsui

CA Sen. Deborah V. Ortiz

CA Assemblymember Darrell S. Steinberg

Target Audience

The information we share is directed at state and local policy makers to educate them on the issue of childhood nutrition and physical activity. We hope our efforts will affect children ages K-12 - of all ethnicities, and particularly those in low income families - by recommending policy action.

Settings

Events geared toward these policy makers take place in the form of legislative briefings, policy breakfasts, etc and are held at the Capitol and in area hotels.

Description

The California Elected Women's Association for Education and Research (CEWAER) is a non-profit, non-partisan organization committed to giving women the tools they need to be effective policy makers. CEWAER's membership consists of women at all levels of government, both elected and appointed.

CEWAER's nutrition projects focus on educating policy makers at the local and state levels on the growing obesity epidemic including giving a broad background on ways to encourage healthy eating by California's young people.

Through policy briefings, newsletters, conference calls, and personal visits, the CEWAER goal is to not only educate policy makers on how to effectively deal with this issue, but give them contacts and resources that can advise them on how to make informed, proactive decisions when considering nutrition policy. CEWAER is committed to providing policy makers at all levels with recommendations on what they can do to combat this growing problem.

By hosting and coordinating policy briefings and working with other stakeholders, CEWAER is in the unique position to influence public policy by reaching out, across party lines, to policy makers and give them the tools they need to effectively find solutions to ensure that California's children are healthy. While CEWAER does not "lobby" we do educate policy makers and because of CEWAER's reputation both at the state and local levels, CEWAER is able to impact policy makers on this important issue.

CEWAER goal is to develop collaborations among those "on the battle field" and those people setting the policy in hopes of being able to find solutions to this growing problem. We also focus our education efforts on stakeholders with the CEWAER organization by including information on this project in our mailings, including CEWAER's quarterly newsletter.

CALIFORNIA MEDICAL ASSOCIATION FOUNDATION

Statewide Project

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Vice President of Community
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Legislators

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Robert T. Matsui

CA Sen. Deborah V. Ortiz

CA Assemblymember Darrell S.
Steinberg

Description

The CMA Foundation has access to an infrastructure of physicians throughout California that includes 40 county medical societies, 26 specialty medical societies, eight academic medical centers and 41 ethnic physician organizations. The goal of the CMA Foundation is to identify, train and support physician champions throughout the state to work with advocates at the local level to address policy issues, raise public awareness, and educate their colleagues about issues related to diet, physical activity, overweight and its consequences in children throughout California.

The Central Valley region of California will serve as a pilot project for the CMA Foundation/California Nutrition & Physical Activity Network partnership. The Central Valley was selected as the pilot project because of the high rate of at risk children and families. Counties included in the Central Valley region include –Fresno, Kings, Kern, Mariposa, Merced, Madera and Tulare.

Strategy Summary -

- **Directory of Local Physicians Champions**– The directory will be developed for the Network's local contractors to link physicians with the contractors, identifying medical specialty, experience and organizational affiliations.
- **Community Resource Utilization** – Physicians will utilize and link low-income clients to Network resources in their communities to help families adopt healthy diet and physical activity behaviors to promote health and prevent chronic diseases. This is especially important since private physicians care for roughly one-third of children in low-income families in California.
- **Public Awareness** – Physicians, including ethnic physicians, will become engaged in local contractor activities and efforts as credible spokespersons to promote nutrition and physical activity and educate low-income clients about the life threatening consequences of obesity.
- **Policy Formation** – The CMA Foundation will work in partnership with the Network's Policy Action Teams to provide policy makers science-based information and resources on the link between obesity and type 2 diabetes in children and youth and other, related policy issues.

COMMUNITY FOOD SECURITY COALITION

Statewide Project

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Grant Amount: \$140,000

First Funded: FFY 2002

Legislators

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Jane Harman

CA Sen. Debra Bowen

CA Assemblymember George Nakano

Target Audience

- Ages: All Ages
- Ethnicities: Asian; African American; Latino; Native American; Pacific Islander; Caucasian

Settings

Community Centers; Schools; Grocery Stores; Farmers' Markets; Faith Organizations; All community settings where food access is involved

Partners

Local Health Departments; California Project LEAN; Colleges/Universities; University of California Cooperative Extensions; Community-Based Organizations; Farm and agriculture

Description

The Community Food System Assessment Project (CFSAP), directed by the Community Food Security Coalition (CFSC) provides information, training, mentoring and technical assistance to individuals, groups and organizations to plan, implement or expand assessments of their local food system. The project provides up to 200 copies of CFSC's community food assessment guidebook known as "Weaving the Food Web," as a starting point and reference guide for many local food system assessment projects at various stages of development. The project also is doing an inventory of who and what organizations have done food system assessment in California, what stage of development or completion they are in, and what the major findings indicate for concerted action in those communities.

The project will also conduct a series of eight beginning and advanced workshops led by experienced trainers on how to plan and conduct community food assessments with followup in the form of one-on-one mentoring and technical assistance as required. The project will also work with regional and state level organizations to encourage the pooling of ideas and resources to show that gaps in local food systems often can be filled by well coordinated policy development and strong policy leadership. The project will convene a statewide meeting of food system assessment planners, practitioners, and supporters to identify a common set of high priority local food system needs that perhaps can only be addressed by the development of state or federal policies or legislation, along with the possible establishment of a state level food policy council.

CFSAP is providing Food Assessment project orientations to members of the *African American 5 a Day* Advisory Council and in-depth workshops and technical assistance to members who are interested in planning and implementing food assessment projects within their congregations, neighborhoods, or communities.

ALAMEDA COUNTY OFFICE OF EDUCATION - CALIFORNIA HEALTHY KIDS RESOURCE CENTER (CHKRC)

Other State Public Entities

Dr. Deborah Wood, Ph.D.
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Grant Amount: \$100,000
First Funded: FFY 2001

Legislators
U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Fortney H. Stark
CA Sen. Elizabeth Figueroa
CA Assemblymember Ellen M. Corbett

Target Audience

- Ages: PreKindergarten; Kindergarten; Grades 1-12
- Ethnicities: Asian; African American; Latino; Native American; Pacific Islander; Caucasian; Other
- Language: Spanish, Vietnamese, Cantonese, Tagalog, Korean, Khmer, Armenian, Mandarin, English

Partners

Schools; School Food Service; Parks and Recreation; California Project LEAN;
Colleges/Universities; University of California Cooperative Extensions

Description

Located at the Alameda County Office of Education, CHKRC is a comprehensive health education library, training and technical assistance center primarily funded by the California Department of Education. The CHKRC provides peer reviewed health instructional resources, school health laws, research summaries, technical assistance and training to educators and other professionals working with preschool-grade 12 youth in California.

The CHKRC has a *Network* grant to increase outreach, training and technical assistance to professionals serving *Network* target school districts and county offices of education with greater than 50% of students eligible for free or reduced price meals and other contractors serving children and youth. These efforts are designed to increase *Network* contractor access to and implementation of resources available from the CHKRC. Specific objectives of the grant include evaluating nutrition instructional materials developed and used by LIAs, and those potentially appropriate for instruction with low-income culturally diverse and/or non-English speaking students. They will also promote the use of high quality nutrition education materials by providing trainings to *Network* contractors, acquire peer-reviewed materials for distribution, and analyze and share the results of the LIA School District Needs Assessment Survey.

CALIFORNIA DEPARTMENT OF EDUCATION (CDE)

Other State Public Entities

Jan Lewis Nutrition Education Consultant 560 J Street, Suite 270 Sacramento, CA 95814 Phone: (916) 323-7185 Fax: (916) 323-4311 jlewis@cde.ca.gov	Local Share: \$906,787 State Share: \$452,929 First Funded: FFY 2003	Legislators U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Robert T. Matsui CA Sen. Deborah V. Ortiz CA Assemblymember Darrell S. Steinberg
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Target Audience

- Ages: PreKindergarten; Kindergarten; Grades 1-12
- Ethnicities: Asian (8%); African American (8.3%); Latino (45.2%); Native American (1%); Pacific Islander (0.7%); Caucasian (33.7%); Filipino (2.5%)
- Language: Spanish, Vietnamese, Hmong, Cantonese, Tagalog, Korean, Khmer, Armenian, Mandarin, English

Settings

Schools; Child care agencies

Partners

Schools; School Food Service

Description

CDE activities will support the *Network's* goals of increased fruit and vegetable consumption, increased physical activity, and promotion of federal nutrition programs such as the National School Lunch and School Breakfast Programs. Regional train-the-trainer workshops will be conducted for Child and Adult Care Food Program (CACFP) centers and day care home sponsors on nutrition and physical activity for young children, using a family-centered approach.

Support of nutrition education will be strengthened by expanding the number of school districts and, potentially, child care sponsors that develop nutrition policies regarding standards for foods available on school campuses and at child care sites and standards related to nutrition education and physical activity provided to students. Funding will be used to convene six meetings of CDE's Physical Education Standards Committee to revise the physical education standards for California public schools.

CALIFORNIA ASSOCIATION OF FOOD BANKS - FOOD STAMP OUTREACH

Food Stamp Outreach Project

Kim Wade 909 12th Street #203 Sacramento, CA 95814 Phone: (916) 321-4435 x2 kim@cafoodbanks.org	Local Share: \$283,911 State Share: \$250,347 First Funded: FFY 2003	Legislators U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Robert T. Matsui CA Sen. Deborah V. Ortiz CA Assemblymember Darrell S. Steinberg
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Target Audience

- Ages: Young Adults; Adults; Seniors
- Ethnicities: Asian (10%); African American (10%); Latino (51%); Native American (1%); Pacific Islander; Caucasian (26%); Other (2%)
- Language: Spanish, Hmong, English

Settings

Community Centers; Clinics; Faith Organizations; Food Bank Agencies

Partners

Schools; Local Health Departments; California Project LEAN; Colleges/Universities; University of California Cooperative Extensions; Local Departments of Social Services; Food bank agencies; Congregations

Description

The California Association of Food Banks (CAFB) and the Northern California Association of Food Banks (NCAFB) are providing umbrella management and administration for ten of its member food banks as part of the *Network's* first use of nonprofits as Local Incentive Awardees (LIA) in a two-year demonstration project. Clearly, participating food banks are providing meaningful levels of Food Stamp outreach to many food bank and food closet clients as part of their community-based service packages.

CAFB is the only contractor affiliated with the *Network* that can provide Food Stamp outreach per the list of allowables specified by USDA. CAFB provides Food Stamp outreach services to six priority counties in the state: Alameda, Orange, Los Angeles, Fresno, Tulare, and Merced.

CALIFORNIA ASSOCIATION OF FOOD BANKS - NUTRITION EDUCATION

Non-Profit Demonstration Project

Kim Wade 909 12th Street #203 Sacramento, CA 95814 Phone: (916) 321-4435 x2 kim@cafoodbanks.org	Local Share: \$192,319 State Share: \$115,391 First Funded: FFY 2003	Legislators U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Robert T. Matsui CA Sen. Deborah V. Ortiz CA Assemblymember Darrell S. Steinberg
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Target Audience

- Ages: Young Adults; Adults; Seniors
- Ethnicities: Asian (10%); African American (10%); Latino (51%); Native American (1%); Pacific Islander; Caucasian (26%); Other (2%)
- Language: Spanish, Hmong, English

Settings

Community Centers; Clinics; Faith Organizations; Food bank agencies

Partners

Schools; Local Health Departments; California Project LEAN; Colleges/Universities; University of California Cooperative Extensions; Local Departments of Social Services; Food bank agencies; Congregations

Description

The California Association of Food Banks (CAFB) and the Northern California Association of Food Banks (NCAFB) are providing umbrella management and administration for eight of its member food banks as part of the *Network's* first use of nonprofits as Local Incentive Awardees (LIA) in a two-year demonstration project. Clearly, participating food banks are providing meaningful levels of nutrition education to many food bank and food closet clients as part of their community-based service packages.

The California Association of Food Banks (CAFB), the Northern California Association of Food Banks (NCAFB), and eight participating food banks, will expand and enhance their nutrition education activities to food bank and food closet clients as part of a two-year nonprofit Local Incentive Award (LIA) demonstration project. Appropriate nutrition education curriculum, methods, and materials will also be identified, developed, and disseminated to systematically improve and maintain the capacity of food banks to provide nutrition education to qualified participants. The demonstration project will also be carefully evaluated with a primary focus on the capacity of food banks and food closet staff and volunteers to provide high quality nutrition education, to show positive change in the dietary behaviors of participants, and the ability of food banks to partner and collaborate with public sector LIAs, locally and regionally.

WOMEN ORGANIZING RESOURCES, KNOWLEDGE AND SERVICES (WORKS)*Subcontractor***Channa Grace**

Project Representative
1139 West Sixth Street
Los Angeles, CA 90017

Phone: (213) 202-3930 x28
Fax: (213) 202-3935

channa@onecompany.org

Grant Amount: \$10,609

First Funded: FFY 2003

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Lucille Roybal-Allard
CA Sen. Gil Cedillo
CA Assemblymember Fabian
Nunez

Description

Affiliated with ONE Company, an affordable housing development and management company, WORKS provides support services to tenants in their facilities. Based on previous work done by Paul Sommers at California State University, Pomona at Park William Apartments in Pomona, this contract is designed to promote and expand the concept of edible landscapes in affordable housing complexes in place of traditional low maintenance landscaping throughout California. Up to 100 housing type organizations will be reached by the contractor in a variety of ways to tell the Park William Story and provide follow-up information and technical assistance to housing developments that want to explore developing or conversion to culturally appropriate edible landscapes along with nutrition education, improvement of healthy eating behaviors for better health, and a high degree of tenant involvement.

IV. Indices

ALPHABETICAL LISTING OF ALL ORGANIZATIONS

Organization Name	Contract Type	Page Number
ABC Unified School District	<i>LIA - School/District</i>	85
Alameda County Community Food Bank	<i>Food Security Special Project</i>	1
Alameda County Health Care Services Agency, Nutrition Services	<i>LIA - Local Health Department</i>	2
Alameda County Health Care Services Agency, WIC Program	<i>LIA - Local Health Department</i>	3
Alameda County Office of Education - California Healthy Kids Resource Center (CHKRC)	<i>Other State Public Entities</i>	195
Alameda County Office of Education - Rock La Fleche Community School	<i>LIA - County Office of Education</i>	4
Alhambra School District	<i>LIA - School/District</i>	86
Alisal Union School District	<i>LIA - School/District</i>	126
Alondra Church of Christ	<i>Faith Community Outreach Special Project</i>	87
Apostolic Faith Home Assembly, Inc. (AFHA)	<i>Faith Community Outreach Special Project</i>	88
Asian Formative Research Project	<i>Statewide Project</i>	190
Baptist Church of the New Covenant	<i>Faith Community Outreach Special Project</i>	89
Bellflower Unified School District	<i>LIA - School/District</i>	90
Berkeley Unified School District	<i>LIA - School/District</i>	5
City of Berkeley Department of Health and Human Services	<i>LIA - Local Health Department</i>	6
Cajon Valley Union School District	<i>LIA - School/District</i>	168
California Association of Food Banks - Food Stamp Outreach	<i>Food Stamp Outreach Project</i>	197
California Association of Food Banks - Nutrition Education	<i>Non-Profit Demonstration Project</i>	198
California Center for Research on Women and Families (CCRWF): California Working Families Policy Summit	<i>Statewide Project</i>	191
California Children's Dental Disease Prevention Program	<i>DHS Sister Program</i>	186
California Department of Education (CDE)	<i>Other State Public Entities</i>	196
California Elected Women's Association for Education and Research (CEWAER)	<i>Statewide Project</i>	192
California Fruit and Vegetable Intake Calibration Study	<i>Cancer Research Project</i>	181
California Medical Association Foundation	<i>Statewide Project</i>	193
California Rural Indian Health Board, Inc. (CRIHB)	<i>LIA - Indian Tribal Organization</i>	54
California State University, Chico (Rural Northern CA Nutrition Network)	<i>LIA - College/University</i>	164
California State University, Fresno - Center for Health & Human Services	<i>LIA - College/University</i>	26
California State University, Los Angeles	<i>LIA - College/University</i>	91
California State University, Northridge	<i>LIA - College/University</i>	92
Calistoga Joint Unified School District	<i>LIA - School/District</i>	134
Cancer Detection Section	<i>DHS Sister Program</i>	187

Organization Name	Contract Type	Page Number
Cancer Prevention for African-Americans in Los Angeles	<i>Cancer Research Project</i>	182
Cancer Prevention: Nutrition Education among Low-Income Vietnamese-Americans in California	<i>Cancer Research Project</i>	183
Central Valley Health Network	<i>Non-Profit Demonstration Project</i>	27
Children and Families Commission of Orange County	<i>LIA - First 5 Children and Families Commission</i>	148
Community Action Partnership of Orange County	<i>5 a Day-Power Play! Campaign Regional Lead Agency</i>	149
Community Bridges	<i>5 a Day-Power Play! Campaign Regional Lead Agency</i>	127
Community Bridges	<i>Latino 5 a Day Campaign Regional Lead Agency</i>	128
Community Food Security Coalition	<i>Statewide Project</i>	194
Community Resource Center (CRC): Nutrition Now	<i>Food Security Special Project</i>	169
Community Services Planning Council - Sacramento Hunger Commission	<i>Food Security Special Project</i>	55
Compton Community College	<i>LIA - College/University</i>	93
Compton Unified School District	<i>LIA - School/District</i>	94
Contra Costa County - East West Market Garden Project	<i>Food Security Special Project</i>	7
Contra Costa County Health Services, Community Wellness and Prevention Program	<i>LIA - Local Health Department</i>	8
Contra Costa Health Services	<i>CHDP Nutrition Project</i>	9
Daly City Parks and Recreation Department - Doelger Senior Center	<i>LIA - Parks and Recreation</i>	10
Del Norte Unified School District	<i>LIA - School/District</i>	135
Downey Unified School District	<i>LIA - School/District</i>	95
City of Duarte Parks and Recreation Department	<i>LIA - Parks and Recreation</i>	96
East Los Angeles College	<i>LIA - College/University</i>	97
East Oakland Faith Deliverance Center	<i>Faith Community Outreach Special Project</i>	11
East Side School District - Andrew Hill High School	<i>LIA - School/District</i>	12
Ecology Center	<i>Food Security Special Project</i>	13
El Monte City School District	<i>LIA - School/District</i>	98
Elk Grove Unified School District, Food and Nutrition Services	<i>LIA - School/District</i>	56
Environmental Education Council of Marin - Tides Center	<i>Food Security Special Project</i>	14
Faith Based Community Development Corporation	<i>Faith Community Outreach Special Project</i>	170
Faith Temple Church	<i>Faith Community Outreach Special Project</i>	72
Farmersville Unified School District	<i>LIA - School/District</i>	28
First 5 Amador	<i>LIA - First 5 Children and Families Commission</i>	57
Food for People, Inc.	<i>Food Security Special Project</i>	136

Organization Name	Contract Type	Page Number
Fresno County Department of Community Health	<i>CHDP Nutrition Project</i>	30
Fresno County Department of Community Health	<i>LIA - Local Health Department</i>	29
Fresno County Office of Education	<i>LIA - County Office of Education</i>	31
Fresno Metro Ministries	<i>Food Security Special Project</i>	32
Fresno Unified School District	<i>LIA - School/District</i>	33
Greater St. Stephen Baptist Church Health Ministry (Eating for Life)	<i>Faith Community Outreach Special Project</i>	58
Greenfield Union School District	<i>LIA - School/District</i>	34
Grossmont-Cuyamaca College	<i>LIA - College/University</i>	171
Hawthorne School District - Ramona Elementary	<i>LIA - School/District</i>	99
Hayward Unified School District	<i>LIA - School/District</i>	15
Health Education Council	<i>5 a Day-Power Play! Campaign Regional Lead Agency</i>	59
Holy Faith Episcopal Church	<i>Faith Community Outreach Special Project</i>	100
Humboldt County Health and Human Services Department, Public Health Branch	<i>California Nutrition Network Regional Lead Agency</i>	137
Humboldt County Office of Education	<i>LIA - County Office of Education</i>	138
Huntington Beach Union High School District	<i>LIA - School/District</i>	150
Imperial County, Public Health Department	<i>LIA - Local Health Department</i>	172
Indian Health Council, Inc. (IHC)	<i>LIA - Indian Tribal Organization</i>	173
Kern County Department of Public Health	<i>LIA - Local Health Department</i>	35
Kernville Union School District Family Resource Center	<i>LIA - School/District</i>	36
Kings County Department of Public Health	<i>LIA - Local Health Department</i>	37
Lamont School District	<i>LIA - School/District</i>	38
City of Loma Linda Civic Center	<i>Healthy Cities and Communities Special Project</i>	73
Long Beach City College	<i>LIA - College/University</i>	101
Long Beach Unified School District	<i>LIA - School/District</i>	102
City of Long Beach	<i>CHDP Nutrition Project</i>	104
City of Long Beach	<i>LIA - Local Health Department</i>	103
Los Angeles Blacks in Nutrition and Dietetics (LA BIND)	<i>Faith Community Outreach Special Project</i>	105
Los Angeles Coalition to End Hunger and Homelessness	<i>Food Security Special Project</i>	106
Los Angeles County Department of Health Services	<i>California Nutrition Network Regional Lead Agency</i>	107
Los Angeles County Department of Health Services	<i>CHDP Nutrition Project</i>	108
Los Angeles County Office of Education	<i>LIA - County Office of Education</i>	109
Los Angeles Trade Technical College	<i>LIA - College/University</i>	110
Los Angeles Unified School District	<i>LIA - School/District</i>	111
Loveland Church	<i>Faith Community Outreach Special Project</i>	74

Organization Name	Contract Type	Page Number
Madera County Children and Families Commission - First 5	<i>LIA - First 5 Children and Families Commission</i>	39
Madera Unified School District	<i>LIA - School/District</i>	40
Manila Community Services District	<i>LIA - City-Government</i>	139
Marin County Department of Health and Human Services	<i>LIA - Local Health Department</i>	16
Mendocino County Office of Education	<i>LIA - County Office of Education</i>	140
Mendocino County Public Health Department - WIC Program	<i>LIA - Local Health Department</i>	141
Merced County Department of Public Health	<i>CHDP Nutrition Project</i>	41
Merced County Office of Education	<i>LIA - County Office of Education</i>	42
Mono County Office of Education	<i>LIA - County Office of Education</i>	60
Monrovia Unified School District	<i>LIA - School/District</i>	112
City of Montclair	<i>LIA - City-Government</i>	75
Montebello Unified School District - Nutrition Services	<i>LIA - School/District</i>	113
Monterey County Department of Public Health	<i>LIA - Local Health Department</i>	129
Monterey County Health Department - Chronic Disease Prevention Branch	<i>California Nutrition Network Regional Lead Agency</i>	130
Mount Diablo Unified School District - After School Program	<i>LIA - School/District</i>	17
Newport-Mesa Unified School District	<i>LIA - School/District</i>	151
North Orange County Community College District - Fullerton College	<i>LIA - College/University</i>	152
Oakland YWCA	<i>Physical Activity and Nutrition Resource Center</i>	18
Orange County Department of Education (Coalition)	<i>LIA - County Office of Education</i>	153
Orange County Health Care Agency	<i>California Nutrition Network Regional Lead Agency</i>	154
Orange County Superintendent of Schools	<i>LIA - County Office of Education</i>	155
Orange Unified School District	<i>LIA - School/District</i>	156
Pasadena Church of God	<i>Faith Community Outreach Special Project</i>	114
Pasadena Unified School District	<i>LIA - School/District</i>	115
City of Pasadena	<i>LIA - City-Government</i>	116
Pomona Inland Valley Council of Churches (PIVCC): Food Security Outreach Initiative	<i>Food Security Special Project</i>	117
Preventive Health Care for the Aging	<i>DHS Sister Program</i>	188
Primary Care and Family Health (PCFH) WIC Branch	<i>DHS Sister Program</i>	189
Public Health Institute - Examination of Communication Factors Affecting Policymakers	<i>Cancer Research Project</i>	184
Revival Time Community Church of God in Christ	<i>Faith Community Outreach Special Project</i>	174
Riverside County Community Health	<i>Physical Activity and Nutrition Resource Center</i>	76
Riverside County Health Services Agency - Prop 10	<i>LIA - First 5 Children and Families Commission</i>	77

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Roseland School District	<i>LIA - School/District</i>	142
Rosemead School District	<i>LIA - School/District</i>	118
Sacramento City Unified School District	<i>LIA - School/District</i>	61
Sacramento County Department of Health & Human Services - Clinic Services	<i>LIA - Local Health Department</i>	62
Sacramento County Department of Health & Human Services - WIC	<i>LIA - Local Health Department</i>	63
San Bernardino County Department of Public Health	<i>5 a Day-Power Play! Campaign Regional Lead Agency</i>	80
San Bernardino County Department of Public Health	<i>California Nutrition Network Regional Lead Agency</i>	79
San Bernardino County Department of Public Health	<i>CHDP Nutrition Project</i>	82
San Bernardino County Department of Public Health	<i>Latino 5 a Day Campaign Regional Lead Agency</i>	81
San Bernardino Parks and Recreations and Community Services	<i>LIA - Parks and Recreation</i>	83
San Diego Community College District	<i>LIA - College/University</i>	175
San Diego State University - Department of Exercise and Nutritional Sciences	<i>California Nutrition Network Regional Lead Agency</i>	176
San Francisco Department of Public Health	<i>CHDP Nutrition Project</i>	159
San Francisco Food Systems Council - c/o SFDPH-EHS	<i>Food Security Special Project</i>	160
San Francisco Unified School District - School Health Programs Department	<i>LIA - School/District</i>	161
City and County of San Francisco, Department of Public Health	<i>California Nutrition Network Regional Lead Agency</i>	162
San Joaquin County, Public Health Services (SJPHS)	<i>LIA - Local Health Department</i>	64
San Juan Unified School District - Health Education Council	<i>California Nutrition Network Regional Lead Agency</i>	65
San Mateo County Health Services Agency	<i>LIA - Local Health Department</i>	19
Santa Ana Unified School District	<i>LIA - School/District</i>	157
Santa Barbara County Public Health Department	<i>California Nutrition Network Regional Lead Agency</i>	50
Santa Clara County Public Health Department	<i>California Nutrition Network Regional Lead Agency</i>	20
Santa Clarita Valley Food Services Agency	<i>LIA - School/District</i>	119
Santa Cruz City Schools - Branciforte Elementary	<i>LIA - School/District</i>	131
Santa Cruz County Health Department	<i>LIA - Local Health Department</i>	132
Second African Methodist Episcopal Church	<i>Faith Community Outreach Special Project</i>	120
Second Harvest Food Bank of Orange County	<i>Food Security Special Project</i>	158
Second Harvest Food Bank of Santa Cruz and San Benito Counties	<i>Food Security Special Project</i>	133

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Shasta County Office of Education - Nutrition Services	<i>LIA - County Office of Education</i>	165
Shasta County Public Health Department	<i>California Nutrition Network Regional Lead Agency</i>	166
Solano County Health and Social Services Department	<i>LIA - Local Health Department</i>	66
Sonoma County CHDP Program	<i>CHDP Nutrition Project</i>	143
Sonoma County Department of Health Services	<i>5 a Day-Power Play! Campaign Regional Lead Agency</i>	144
Sonoma County Department of Health Services	<i>LIA - Local Health Department</i>	145
Southern Indian Health Council, Inc.	<i>LIA - Indian Tribal Organization</i>	177
Stanislaus County Health Services Agency	<i>LIA - Local Health Department</i>	67
Sustainable Economic Enterprises of Los Angeles - Hollywood Farmers Market	<i>Food Security Special Project</i>	121
Temple Community Outreach Center	<i>Faith Community Outreach Special Project</i>	84
Tulare County Health and Human Services Agency - WIC Program	<i>LIA - Local Health Department</i>	44
Tulare County Office of Education, School Health Programs	<i>LIA - County Office of Education</i>	45
Ukiah Unified School District	<i>LIA - School/District</i>	146
United Indian Health Services (UIHS)	<i>LIA - Indian Tribal Organization</i>	147
University of California Cooperative Extension, Alameda County	<i>5 a Day-Power Play! Campaign Regional Lead Agency</i>	21
University of California Cooperative Extension, Alameda County - Child and Youth Nutrition Program	<i>LIA - University of California Cooperative Extension</i>	22
University of California Cooperative Extension, Alameda County - Family and Consumer Services	<i>LIA - University of California Cooperative Extension</i>	23
University of California Cooperative Extension, Butte County	<i>5 a Day-Power Play! Campaign Regional Lead Agency</i>	167
University of California Cooperative Extension, Fresno County	<i>5 a Day-Power Play! Campaign Regional Lead Agency</i>	46
University of California Cooperative Extension, Fresno County	<i>Latino 5 a Day Campaign Regional Lead Agency</i>	47
University of California Cooperative Extension, Fresno County - Nutrition, Family and Consumer Sciences	<i>California Nutrition Network Regional Lead Agency</i>	48
University of California Cooperative Extension, Los Angeles County	<i>5 a Day-Power Play! Campaign Regional Lead Agency</i>	122
University of California Cooperative Extension, Los Angeles County	<i>LIA - University of California Cooperative Extension</i>	123
University of California Cooperative Extension, Placer County	<i>Food Security Special Project</i>	68
University of California Cooperative Extension, San Mateo County	<i>Faith Community Outreach Special Project</i>	24
University of California Cooperative Extension, Ventura County	<i>5 a Day-Power Play! Campaign Regional Lead Agency</i>	51
University of California, Davis - Center for Advanced Studies in Nutrition and Social Marketing (CASNSM)	<i>Cancer Research Project</i>	185

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University of California, San Diego - Division of Community Pediatrics	<i>5 a Day-Power Play! Campaign Regional Lead Agency</i>	178
University of California, San Diego - Division of Community Pediatrics	<i>Latino 5 a Day Campaign Regional Lead Agency</i>	179
University of California, San Diego - Division of Community Pediatrics	<i>LIA - College/University</i>	180
Urban Indian Health Board, Inc. (UIHBI)	<i>LIA - Indian Tribal Organization</i>	163
Vaughn Next Century Learning Center	<i>LIA - School/District</i>	124
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Ventura Unified School District	<i>LIA - School/District</i>	53
Visalia Unified School District	<i>LIA - School/District</i>	49
Weingart YMCA	<i>Physical Activity and Nutrition Resource Center</i>	125
West Contra Costa Unified School District	<i>LIA - School/District</i>	25
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University of California Cooperative Extension, Los Angeles County	122
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Santa Barbara County Public Health Department	50
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California Children's Dental Disease Prevention Program	186
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Baptist Church of the New Covenant	89
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Faith Based Community Development Corporation	170
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Greater St. Stephen Baptist Church Health Ministry (Eating for Life)	58
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Alameda County Community Food Bank	1
Community Resource Center (CRC): Nutrition Now	169
Community Services Planning Council - Sacramento Hunger Commission	55
Contra Costa County - East West Market Garden Project	7
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Environmental Education Council of Marin - Tides Center	14
Food for People, Inc.	136
Fresno Metro Ministries	32
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**5 a Day-Power Play! Campaign
Regional Lead Agency**

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Rep. Xavier Becerra (District CA-31) Longworth House Office Building Rm 1119 Washington, DC 20515-0531 Phone: (202) 225-6235 Fax: (202) 225-2202 Email: ca31@legislators.com	<i>Los Angeles County Department of Health Services.....</i> 108 <i>Los Angeles Trade Technical College.....</i> 110 <i>Pomona Inland Valley Council of Churches: Food Security Outreach Initiative.....</i> 117	
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Rep. Dennis Cardoza (District CA-18) Cannon House Office Building Rm 503 Washington, DC 20515-0518 Phone: (202) 225-6131 Fax: (202) 225-0819 Email: ca18@legislators.com	<i>Merced County Department of Public Health.....</i> <i>Merced County Office of Education.....</i> <i>San Joaquin County Public Health Services.....</i> <i>Stanislaus County Health Services Agency</i>	 41 42 64 67
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Assemblymember Steve Samuelian (District 29) State Capitol Rm 4153 Sacramento, CA 95814 Phone: (916) 319-2029 Fax: (916) 319-2129 assemblymember.samuelian@assembly.ca.gov	<i>California State University, Fresno - Center for Health & Human Services.....</i> <i>Fresno Unified School District</i> <i>Madera County Children and Families Commission - First 5.....</i> <i>Madera Unified School District</i>	 26 33 39 40
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V. Appendices



California Project LEAN (Leaders Encouraging Activity and Nutrition)

California Project LEAN began in 1987 as a pilot project in the Bay Area with a grant from the Henry J. Kaiser Family Foundation. In 1991, the California Department of Health Services assumed leadership of California Project LEAN and expanded its reach by funding regional programs across the state. California Project LEAN is administered by the California Department of Health Services and the Public Health Institute with funds from the Centers for Disease Control and Prevention, The California Endowment, the California Department of Education, and the California Nutrition Network.

California Project LEAN funds ten regional offices, which house staff with a wide range of expertise in coalition building, research, policy implementation, grassroots organizing, and program implementation. The regions have a long history of working with underserved, multiethnic populations to promote healthy eating and physical activity through social marketing, health education, media advocacy, and policy change campaigns.

The goals of California Project LEAN are to:

- Serve as leaders coordinating state and local efforts promoting nutrition and physical activity.
- Create healthier communities through policy and environmental changes that support healthy eating and physical activity.
- Conduct research-based, consumer-driven nutrition and physical activity campaigns.
- Educate Californians to choose healthier foods and be more physically active.

California Project LEAN is a program of the California Department of Health Services and the non-profit Public Health Institute (PHI). California Project LEAN's mission is to increase healthy eating and physical activity to reduce the prevalence of chronic diseases such as heart disease, cancer, stroke, osteoporosis, and diabetes.

California Project LEAN's current programs include Food on the Run, School Board Nutrition Policy Project, California Bone Health Campaign for Low-Income Latino Mothers, and the Community-Based Social Marketing (CBSM) projects.

Food on the Run: California Project LEAN's *Food on the Run* program is dedicated to increasing healthy eating and physical activity among underserved adolescents. The program focuses on strengthening individual skills and knowledge while also working to influence the high school community and its school-based policies and environment to increase access to healthy foods and physical activity options. **Food on the Run** works with teens and parents to encourage healthy eating and physical activity, and to engage them in developing supportive policy solutions using *Playing the Policy Game*, *Jump Start Teens*, and other resources.

California Bone Health Campaign for Low-Income Latino Mothers: Latino women suffer from osteoporosis in significant numbers (16 percent). In an effort to improve the bone health of Latinas and their school-age children, the **California Bone Health Campaign**, *Huesos Fuertes, Familia Saludable (Strong Bones, Healthy Family)*, promotes the consumption of one extra serving of 1% (low-fat) milk for low-income, Spanish-language dominant Latino mothers and their children. The campaign is comprised of two components. The marketing component utilizes paid Spanish-language radio and TV commercials, taste-tests of 1% milk at grocery stores, and marketing/PR at special community events. The training component trains lay community health workers (promotoras) to lead osteoporosis prevention education sessions for members of the target audience.

The School Board Nutrition Policy Project: California Project LEAN conducted formative research to develop a social marketing plan to motivate policy makers to examine and enact local school district policies that support healthy eating. Formative research gathered included: (1) a literature review to understand the importance of policy and its role in schools, (2) a report on coverage in the state's major newspapers to evaluate how the media covers adolescent nutrition policies, (3) interviews with school board members, superintendents and principals to understand barriers, perceptions, attitudes, and motivations to address healthy eating issues in schools, and (4) a statewide school board and superintendent survey. Project goals include educating school board members in districts serving low-income students about the importance of nutrition policies, and to increase the number of school district policies that support healthy eating. The *Healthy Food Policy Resource Guide* was developed for school board members and widely disseminated in 2003 and 2004. Another workbook, *Reaching School Board Members: A Guide for Creating a Clear, Concise, and Compelling Nutrition Policy Campaign*, was produced in 2004.

The project is a joint effort of ten California communities, the University of South Florida Prevention Research Center and the California School Board Association (CSBA). Key partners include the California Parent Teacher Association, and the California Department of Education.

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CALIFORNIA 5 A DAY— FOR BETTER HEALTH! CAMPAIGN

The *California 5 a Day—for Better Health! Campaign*, established in 1988 and adopted nationally in 1991, is a statewide social marketing initiative led by the California Department of Health Services in cooperation with the National 5 A Day Program of the National Cancer Institute.



The *California 5 a Day Campaign* is administered in part by the Public Health Institute, funded principally by the United States Department of Agriculture Food Stamp Program, and is one of nearly 180 projects within the *California Nutrition Network for Healthy, Active Families*. Its purpose is to empower low-income Californians to consume 5 to 9 daily servings of fruits and vegetables and engage in at least 30 minutes of physical activity a day for adults and

60 minutes a day for children by creating environments where these behaviors are both easy to do and socially supported. The *5 a Day Campaign*



also encourages participation in federal nutrition assistance programs among those who are eligible. These efforts are pursued to promote good health and reduce the risk of chronic diseases, such as heart disease, cancer, hypertension, stroke, diabetes, and obesity.

Despite the known health benefits, California children and adults are not eating enough fruits and vegetables and getting enough physical activity. Nearly 80 percent of California's 9- to 11-year-old children fail to eat the recommended minimum of 5 daily servings of fruits and vegetables.¹ Likewise, approximately 80 percent of California's fifth-graders do not meet minimum physical fitness standards.²

California adults are facing a similar plight. The *2001 California Dietary Practices Survey* indicates that the

1. *Special Report to the American Cancer Society, 1999 California Children's Eating and Exercise Practices Survey: Fruits and Vegetables, A Long Way to Go*. Public Health Institute, Berkeley, CA, 2000.

2. *California Physical Fitness Test 2001: Report to the Governor and Legislature*, California Department of Education Standards and Assessment Division, December 2001.



average statewide consumption of fruits and vegetables was 3.9 servings, and only 34 percent of adults met the *5 a Day* goal.³ Moreover, 37 percent of adults consumed 2 or fewer servings of fruits and vegetables, an amount that in epidemiological studies doubles the risk of multiple types of common cancers.³ Similarly, only 36 percent of California adults engage in the minimum recommended level of moderate-intensity physical activity.⁴

To reduce poor dietary and physical inactivity habits and make a long-term investment in the health of Californians, the *California 5 a Day Campaign* operates the *Children's 5 a Day—Power Play! Campaign*, *Latino 5 a Day Campaign*, *African American*

5 a Day Campaign, *5 a Day Retail Program*, and *5 a Day—Be Active! Worksite Program*. These programs facilitate behavior change by reaching consumers directly through multiple venues, enabling organizations and communities to create environments that support fruit and vegetable consumption and physical activity, and establishing policies that make *5 a Day* and physical activity opportunities more accessible. Formal evaluation studies conducted for the *Children's 5 a Day—Power Play!* and *Latino 5 a Day Campaigns* showed significant gains in fruit and vegetable consumption as a result of the *Campaigns'* interventions, with a 14 percent increase among children and 37 percent increase among Spanish-speaking Latino adults.⁵⁻⁶

The *Children's 5 a Day—Power Play! Campaign* helps communities in all 58 counties within California bring the *5 a Day* and physical activity messages to low-income 9- to 11-year-old children through school classrooms and cafeterias; community youth organizations; farmers' market, supermarket and restaurant promotions; and



3. 2001 *California Dietary Practices Survey*. Cancer Prevention and Nutrition Section, California Department of Health Services, Sacramento, CA, unpublished data.

4. *California Data—California Behavioral Risk Factor Survey, 2001 data*. Survey Research Group, Cancer Surveillance Section, California Department of Health Services, 2003.

5. Foerster SB, Gregson J, Beall DL, Hudes M, Magnuson H, Livingston S, Davis MA, Joy AB, Garbolino T. *The California Children's 5 a Day—Power Play! Campaign: Evaluation of a Large-Scale Social Marketing Initiative*. Family and Community Health, 1998; 21(1): 46-64.

6. Backman DR, Gonzaga GC. *Media, Festival, Farmers'/Flea Market, and Grocery Store Interventions Lead to Improved Fruit and Vegetable Consumption for California Latinos*. California Department of Health Services and Public Health Institute, Sacramento, CA, 2003.

media activities, including television advertising and public relations. Eleven regional lead agencies are funded to oversee the implementation of the *Campaign*. In addition to education, marketing, and promotional activities, the lead agencies, their partners, and policymakers work toward increasing fruit and vegetable selections in school cafeterias, creating healthier vending machine and fundraising options, developing healthy snack policies in youth organizations, increasing access to school gardens, and increasing the availability of safe places for children to be physically active. Approximately 230,000 low-income children are actively engaged in *5 a Day—Power Play!* activities each year, with thousands more reached through advertising, media tours, and special community events.

The *Latino 5 a Day Campaign* works with public and private partners, policymakers, and opinion leaders to reach low-income Latino adults, aged 18 to 54 years, with *5 a Day* and physical activity information and opportunities for action. Four regional lead agencies in Central and Southern California currently



receive funding to reach Latinos by conducting skill-building and consumer empowerment activities at farmers' /flea markets, supermarkets and neighborhood grocery stores, direct health service provider organizations, community clinics, and Latino cultural gatherings. These activities, which reach nearly 800,000 low-income Latinos annually, are reinforced with Spanish- and English-language television, radio, and outdoor advertising, media advocacy, and special community events. To support these activities, the *Latino 5 a Day Campaign* is building a policy platform to improve access to fruits and vegetables and safe physical activity opportunities in low-income Latino communities. Over the next two years, the *Latino 5 a Day Campaign* will be operating nearly statewide to serve the needs of the growing Latino population.

The *African American 5 a Day Campaign* oversees 15 faith-based community projects throughout California that target low-income African American





adults, aged 18 to 54 years. The faith-based projects, which reach over 250,000 African American adults annually, receive funding to establish and expand health ministries that promote the *5 a Day* and physical activity messages. The faith projects integrate nutrition education into church sermons, radio programs, newsletters, and Web sites; conduct activities at community health and fitness fairs, farmers' markets, and supermarkets; change church policies to increase access to fruits and vegetables at potlucks and other gatherings; integrate physical activity into church meetings; and work with community advocates and policymakers to establish farmers' markets, neighborhood grocery stores, and safe places for physical activity in African American communities. These activities are supported by African American-targeted television, radio, and outdoor advertising, media tours, and media advocacy. Over the next three years, the *African American 5 a Day Campaign* will expand its faith-based projects and find new ways to serve the African American community.

The *5 a Day Retail Program* works with nearly 1,000 California grocery stores to increase the purchase of fruits and vegetables among low-income adults and their families. The *5 a Day Retail Program* uses a combination of in-store merchandising, such as point-of-sale materials and recipe cards; promotional activities, such as food demonstrations and retail-sponsored community events; and television and radio advertising to help consumers choose healthy foods. The *5 a Day Retail Program* also provides retailers with advertising copy, *5 a Day* artwork, and in-store radio announcements that enable them to create their own *5 a Day* environments at the store level.

The *5 a Day—Be Active! Worksite Program* catalyzes the establishment of healthy worksite environments for predominately low-income working adults. Following extensive formative research, the *5 a Day—Be Active! Worksite Program* is collaborating with the public health community, worksite executives, and policymakers to develop



and pilot test various methods to improve access to fruits and vegetables in worksite cafeterias, catering trucks, vending machines, and at meetings, potlucks and other workplace gatherings. These partners are also determining ways to promote physical activity during breaks, meetings, and before and after work; reduce employer liability for physical activity promotion; and encourage workplace design provisions that support physical activity by providing showers, changing facilities, and free bicycle storage.

Each targeted program within the *California 5 a Day Campaign* collaborates with national, state, regional, and local organizations. The *California 5 a Day Campaign* joins the *Network* and its low-income targeted state and local programs in influencing families to enjoy a healthy lifestyle. The *Network*-funded programs include 30 of the 58 local health departments, 44 of the state's 987 school districts, 4 park and recreation departments, 7 county offices of education, 6 tribal agencies, among others. The *California 5 a Day Campaign* also partners with members of the National 5 a Day Partnership, California Departments of Education and Food and Agriculture, California



Food Policy Advocates, California Grocers Association, African American Health Council, and more than 300 other businesses and food industry organizations. These partners endorse, adopt, or adapt our model programs, provide public relations and advocacy support, offer technical assistance in developing new initiatives, and open opportunities for other collaborations.

In its totality, the *California 5 a Day Campaign* is a proven-effective, well-integrated, community- and policy-driven initiative that is firmly established at the state and local levels.

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Gold Coast Region

San Luis Obispo, Santa Barbara, and Ventura Counties

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Ventura County Public Health Department

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Gold Country Region

Alpine, Amador, Calaveras, El Dorado, Inyo, Mono, Placer, Sacramento, San Joaquin, Solano, Stanislaus, Sutter, Tuolumne, and Yolo Counties

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Los Angeles County

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2003-2004 (Year 08) Contractor Listing/Project Coordinator by Region

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North Coast Region

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Orange County

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